

August 1, 1963

BRISTOL-MYERS BUYS SPONSORSHIP IN 10 NBC-TV 1963-64 PROGRAMS

The Bristol-Myers Co. has purchased sponsorship in 10 NBC-TV programs for 1963-64, four of which will appear on the network for the first time next Fall, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The new programs and their premiere dates include "The Bill Dana Show," (Sunday, Sept. 22) "Espionage" (Wednesday, Oct. 2), "Temple Houston" (Thursday, Sept. 19) and "The Lieutenant" (Saturday, Sept. 14).

The other programs are "The Virginian," "Sing Along with Mitch," "International Showtime," "The Joey Bishop Show," "Saturday Night at the Movies" and NBC News specials.

The Bristol-Myers order was placed through Young & Rubicam Inc.

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August 1, 1963

NBC NEWS RECEIVES SOVIET PERMISSION TO SEND TWO CORRESPONDENTS
AND CAMERA CREW TO COVER SIGNING OF NUCLEAR
TEST BAN TREATY IN MOSCOW

NBC News has received permission from the Soviet government for two news correspondents and a camera crew to cover the formal signing of a nuclear test ban treaty in Moscow by representatives of the United States, Britain and the Soviet Union. This was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

Elie Abel, NBC News' State Department correspondent, and Martin Agronsky, NBC News' Washington correspondent, have already left the United States for Moscow on the assignment.

Permission was required since the Soviet government last February had ordered NBC to close its News Bureau in Moscow after NBC-TV telecast the news documentaries, "The Death of Stalin" and "The Rise of Khrushchev," broadcast Jan. 27 and Feb. 3, respectively.

The American delegation headed by Secretary of State Dean Rusk will leave for Moscow Friday night, and British Foreign Secretary Lord Home and his delegation are expected to leave for Russia Saturday. The formal signing is expected early next week.

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August 1, 1963

CHILDREN'S THEATRE PROGRAMS--IN COLOR ON NBC-TV

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Four Special Full-Hour Shows to Be Telecast Next Season

A children's theatre series of four full-hour special programs in color will be telecast on NBC-TV during the 1963-64 season as Public Affairs presentations of NBC News, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

The programs, all original to television, will be aimed principally at children in the first and second grades of school, he said. They will cover four different kinds of children's theatre entertainment. Air dates and types of shows are (all times NYT):

Sunday, Oct. 6 (6-7 p.m.) -- a musical drama in which an actor playing the leading role is supported by a cast of puppets.

Sunday, Dec. 8 (3-4 p.m.) -- an orchestral program in which an illustrator and a symphony orchestra combine their talents to present a story.

Saturday, Feb. 15 (12-1 p.m.) -- a trio of one-act plays -- a comedy, a mystery and a historical drama.

Sunday, April 12 (6-7 p.m.) -- a modern musical fantasy.

(more)

2 - Children's Theatre Programs

The series was created by George Heinemann, executive producer, who has developed many outstanding TV programs for children. He is manager of Public Affairs, NBC News.

"We are dealing with the whole field of children's drama as it relates to the total personal development of the child," Heinemann said. "Children's drama, many psychologists and educators believe, should be an essential part of every child's training, just as music and the graphic arts are."

From watching a children's theatre performance, he said, a child comes to have an understanding of life values drawn from experiences portrayed on the stage. The child also develops standards of taste which form the basis for making him a discriminating adult.

"Our primary aim is to entertain, but each theatrical production will have a meaningful morality for young viewers as well as definite educational values," Heinemann said. "Children will be asked to invite their parents to share with them the experience of living theatre."

"The material will be fresh to children and adults alike, and will be presented by performers who are new to the television audience. We plan to have a studio audience of children of the same age as our TV viewers, and their parents, to provide the full flavor of attending a theatre production."

Two of the programs will originate in NBC's Chicago studios and two in New York. The three programs involving music

(more)

3 - Children's Theatre Programs

will be produced and directed by David Barnhizer of WNBQ, NBC-owned station in Chicago. The group of one-act plays will be produced and directed by Frank Pacelli.

Heinemann is a member of the Radio-Television Committee for the Children's Theater Conference, a division of the American Educational Theatre Association. He will conduct two seminars this Summer on educational broadcasting and children's programming, one at Syracuse University and the other at Northwestern University.

During the past 15 years that he has been in television, Heinemann has been closely associated with children's programming. As program manager for WNBQ, Chicago, he originated "Ding Dong School," the popular network program for very young children. After becoming Program Manager for WRCA-TV (now WNBC-TV), NBC's owned station in New York, he "discovered" Shari Lewis and created her first program, the daily "Hi, Mom Show."

Among other shows he developed for TV were "Jet Pilot," a children's show in Chicago; "They Speak for Themselves," a weekly science series in New York, and the network series "Championship Debate" and "Update." He currently supervises "Watch Mr. Wizard" and "Meet the Press."

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NBC-New York, 8/1/63

August 1, 1963

JAMES E. WATSON IS APPOINTED MANAGER,
SALES DEVELOPMENT, NBC RADIO NETWORK

Appointment of James E. Watson as Manager, Sales Development, NBC Radio Network, was announced today by Howard Gardner, Director, Radio Network Sales Administration and Development.

Mr. Watson joined NBC Radio in October, 1960, as a sales analyst in Sales Development. Prior to coming to NBC, he was a first lieutenant in the U. S. Army Ordnance Corp, serving in Korea. Before entering the service, he was a management trainee for the Bethlehem Steel Company.

Mr. Watson is a graduate of Lehigh University. He, his wife and son reside in Glen Rock, N. J.

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NBC TRADE NEWS

August 1, 1963

GEORGE A. GRAHAM JR. OF NBC ENTERPRISES WILL ATTEND OPENING CEREMONIES OF TV STATION JBC-TV IN KINGSTON, JAMAICA

George A. Graham Jr., Vice President, NBC Enterprises Division, will leave New York Aug. 2 to attend the opening ceremonies of television station JBC-TV in Kingston, Jamaica, which will inaugurate its broadcasting schedule Aug. 4. JBC-TV is owned and operated by the Jamaica Broadcasting Corporation.

NBC International has been acting as the consultant in the planning and building of the new Jamaica station, and will continue its association with the Jamaica Broadcasting Corporation for several years. Harold E. (Hap) Anderson, Manager, Special Projects, NBC International Enterprises, has been in Jamaica as NBI's representative since the latter part of June. Before that he had acted as an independent consultant appointed by NBI.

JBC-TV will feature four NBI programs on its opening schedule: "Watch Mr. Wizard," now in its 11th consecutive year on NBC-TV; "Bonanza," most popular series offered by NBI for overseas broadcast; "The Dick Powell Show" and "Hennesey." In addition, NBC International plans to provide the Jamaica station with news documentaries.

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NEWSMAN LEN O'CONNOR HONORED BY NAFBRAT

Len O'Connor, newsman on NBC's owned stations in Chicago, WMAQ and WNBQ, has been cited by the National Association for Better Radio and Television for outstanding community service.

The regional award praised O'Connor for focusing "the spotlight of public opinion on many aspects of community life which bear careful scrutiny. His candid and courageous attacks on evils of society, as he sees them, help to direct attention to them."

As previously announced, the NBC-TV network won eight national NAFBRAT awards, more than any other network. This was the first time in 40 years NAFBRAT has made regional awards.

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NBC-New York, 8/1/63

CREDITS FOR 'THE BING CROSBY SHOW'

Program:	The Bing Crosby Show
Time:	NBC-TV, Wednesday, Aug. 14 (10-11 p.m. EDT. Repeat of a program originally shown on another network May 14, 1962.)
Star:	Bing Crosby
Guest Stars:	Bob Hope, Edie Adams, Gary Crosby, Pete Fountain and the Smothers Brothers
Format:	Musical revue
Director:	Stan Harris
Producers:	Howard Leeds and Bob Wynn
Writers:	Bill Morrow, Sheldon Keller, Howard Merrill, Howard Leeds
Music Director:	David Rose
Choreographer:	Tony Charmoli
Associate Producer:	Murdo MacKensie
Choral Director:	Joseph J. Lilley
Art Director:	Spencer Davies
Costumes:	Campbel
Special Material:	Jack Brooks
Sponsor:	Pharmacraft Laboratories
Agency:	Papert, Koenig and Lois, Inc.
Origination:	Hollywood
Produced by	Bing Crosby Productions
NBC Press Representatives:	Norm Frisch, Hollywood; Betty Lanigan, New York

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NBC-New York, 8/1/63

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NBC FEATURE
August 1, 1963

VACATION TRIP, ANYONE?

To executives of NBC International, a business trip to Singapore or Nigeria is no more spectacular or exciting than a New York salesman's visit to a customer in Yonkers. Europe is a neighboring province, and Bangkok a destination that might require an extra pair of slacks in an overnight bag.

How would you imagine these seasoned travelers would plan their Summer vacations? A reporter wondered, too, and inquired.

George A. Graham, Jr., Vice President, NBC Enterprises, of which NBC International is a key unit, said that his duties may preclude any vacation for him this Summer. Just returned from a tour of NBI's European outposts, Graham will have to help make important TV decisions in Latin-America and later in the Far East before the leaves turn brown. But if he can find time for a breather, he'll plan a bridge game or two in his Manhattan apartment.

Joseph M. Klein, President, NBC International, who might be entitled to a commutation ticket to Tokyo and Sydney, Australia, hopes to get in a few rounds of golf at a course two miles from his home in Scarsdale, N. Y. But that will depend on traffic conditions. He takes a dim view of long, tiring, 10-minute drives on crowded highways.

James W. Dodd, Manager, Sales Services, has seen just about everything but Antarctica -- and only because NBI hasn't started to

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2 - Vacation Travel, Anyone?

build a TV station there -- but he'll settle for a few days' sailing in his dinghy, moored a few yards from his home in Riverside, Conn.

William J. Schmitt, the General Manager, lives in West Hempstead, L. I., when he isn't en route to London or Mexico City. His grandiose plans for the Summer include taking his wife and four youngsters to Jones Beach, also on Long Island.

The only reckless adventurer seems to be Tony Thomopoulos, NBI's facilities coordinator. Tony will take his wife and baby daughter on a few excursions to their summer place in the Hamptons, a grueling 75-mile safari from his home in Flushing, N. Y.

Publishers of vacation travel folders have long since taken off their mailing lists all officials of NBC International. They could write the book.

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NBC-New York 8/1/63

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

NBC NEWS TO INAUGURATE WIRE SERVICE LINKING NEW YORK AND WASHINGTON
ON AUG. 5; NETWORK'S REPORTING FROM ALL OVER WORLD WILL BE
IMMEDIATELY AVAILABLE TO ALL UNITS AND PARTICIPANTS

FOR RELEASE MONDAY, AUG. 5

An NBC News Wire Service, linking New York and Washington and making the network's reporting from all over the world immediately available in item form to all NBC News units and participants, will be inaugurated today, Monday, Aug. 5.

William R. McAndrew, Executive Vice President in charge of NBC News, announced establishment of the exclusive-to-NBC service today.

The wire service has been set up not to displace any regular wire service but strictly to carry NBC's own coverage, according to Mr. McAndrew. "It is a natural culmination of the vastly expanded number of NBC News shows and of our vastly expanded facilities for doing our own reporting in all parts of the world, independent of the established wire services," he said. "We are sending out more and more staff correspondents, and the new service is designed to make the maximum possible use of the work of all of them."

NBC News correspondents will feed the wire service with many kinds of information by overseas circuit, cable, telephone or telegram from the scene of breaking stories.

"From now on, NBC News correspondents will need to perform not only as broadcasters but as wire service reporters as

well," Mr. McAndrew said. "Correspondents will cable or phone us on stories when circuits are unobtainable in remote places. The wire service can then be used to insure that all persons whose business is getting the word out on the air have this information and make effective use of it. Correspondents will give us detail and color on stories which are covered in their main aspects by the regular news wires, details exclusive to us and with which we can give added vividness to the story."

NBC News item sources will include:

All recorded spot news, foreign and domestic, which will be transcribed and digested.

Dictated items from correspondents on assignment in either Washington or New York.

Cabled or phoned information from correspondents, stringers, affiliates or direct from sources.

Background or future stories received by mail, phone and telegram.

Digest accounts of background briefings, including notes from open news conferences on items of interest which would not otherwise make either the national news wires or NBC broadcasts directly.

Color material and detail not commonly available on wire copy.

Sometimes news is made on NBC News programs, notably where guests are brought in, Mr. McAndrew said, and maximum circulation will be given to this.

(more)

The new service is expected to return dividends in accuracy, completeness, cohesiveness and consistency of the network's TV and radio broadcast news.

"It is, in effect, the first leg of an NBC News Wire Service," Mr. McAndrew said. "It is conceivable that this operation can develop into a much more comprehensive one, from many points on the wire, and might be made available outside NBC."

Bert Ivry of NBC's Washington news staff will be editor of the service.

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NBC-New York, 8/2/63

NBC-TV NETWORK PROGRAM

JOSEPH DACKOW IS NAMED PRODUCER OF 'TEMPLE HOUSTON'

Joseph Dackow has been named producer of NBC-TV's "Temple Houston," a Western dramatic series based on the adventures of a young attorney, son of the famed Sam Houston, in the early American Southwest. The series, starring Jeffrey Hunter in the title role and co-starring Jack Elam, starts Thursday, Sept. 19 (7:30-8:30 p.m. EDT).

A television veteran, Dackow brings considerable producing experience to his assignment on "Temple Houston." His producing credits include "The Outlaws," "Studio One," "Ford Theatre" and "Kaiser Aluminum Hour." Dackow also was executive assistant to Martin Manulis at 20th Century-Fox where he worked on "Adventures in Paradise" and "Five Fingers."

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NBC-New York, 8/2/63

August 5, 1963

XEROX TO SPONSOR NBC NEWS SPECIAL TV PROGRAM
ON RACE RELATIONS IN NATION'S CAPITAL

"The Washington Negro," an in-depth appraisal by NBC News correspondent Chet Huntley of race relations in the nation's capital -- a predominantly Negro city -- will be presented on the NBC-TV Network Thursday, Sept. 26 (10-11 p.m. EDT).

This NBC News special program will be the first of seven programs sponsored by Xerox Corporation (through Papert, Koenig, Lois Inc.). It will be produced by Gerald Green, who formerly was producer of the "Chet Huntley Reporting" series.

"We hope to present a non-emotional, non-prejudiced view of the situation as it exists," Green says. "One of the difficulties in reporting Washington's problems is that they invariably invoke emotional responses, from both Negroes and whites."

Huntley points out that although the crime rate is higher than a decade ago, and there are many areas of friction and disturbance, "there is also an enormous potential for Washington to emerge as a showcase for good race relations.

"Washington, probably more than any other city, has a large stable, intelligent and prosperous middle class of Negroes. It also has a large and vocal white population of government workers, pro-

(more)

fessional men and women and others who are concerned about the Negro problem and want constructive measures taken," Huntley says. "If integration of an urban population can be made to work anywhere, Washington would appear to be an ideal spot for this to develop -- rather than New York, Chicago or Philadelphia, where the Negro is not so well off financially or socially."

The film report will cover schools, housing, welfare, job appointments, crime -- and the city's government, the House District of Columbia Committee. It will include comments by the Most Rev. Patrick A. O'Boyle, archbishop of Washington; Dr. Carl F. Hansen, superintendent of schools; G. Franklin Edwards, professor of sociology at Howard University; and the Rev. E. Franklin Jackson, president of the Washington chapter of the NAACP and pastor of John Wesley A.M.E. Zion Church. Others who will express their views are Representatives George Huddleston Jr. (D.-Ala.), Joel T. Broyhill (R.-Va.) and Fred Schwengel (R.-Ia.), members of the House District of Columbia Committee.

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NBC-New York, 8/5/63

NBC TELEVISION NETWORK NEWS

August 5, 1963

NBC NEWS TV PROGRAM, "POLARIS SUBMARINE," WINS FIRST PRIZE ST. MARK'S PLAQUE AT 1963 VENICE FILM FESTIVAL

The First Prize St. Mark's Plaque at the 1963 Venice Film Festival has been awarded to "Polaris Submarine: Journey of an Undersea Voyage," the NBC News program produced and written by Lou Hazam and presented on the NBC-TV Network last Dec. 19.

It was chosen as the best documentary in stiff competition with entries from 25 countries. The 14th international exhibition was held in Venice July 10-20. The award will be presented to producer Lou Hazam at the annual CINE Awards ceremony and prestige showing in Washington, D.C., in November. CINE is the Committee on International Nontheatrical Events which coordinates selections of American films for international festivals.

Earlier this year, "Polaris Submarine" won the Overseas Press Club of America Award for best motion picture reporting from abroad for 1962 and received the Golden Eagle Award.

"Polaris Submarine" was filmed on an actual operational mission of the USS George Washington, during which the NBC News production crew spent almost three weeks on the nuclear-powered submarine deep beneath the sea.

(more)

2 - Polaris Submarine

A team of six -- correspondent Martin Agronsky, associate producer Daniel Karasik, director Tom Priestley, cameraman Scott Berner, soundman John Langenegger and assistant cameraman Robert Genlenter -- first had to pass the rigid Navy medical examination for submariners before embarking on their underseas assignment.

This is the second year in a row that a Hazam unit production has won high honors in Venice, widely considered the world's leading international film exhibition. Last year the Second Prize Bronze Medal was awarded to "U.S. #1: American Profile."

Other Hazam unit programs that have already been honored this year are "The River Nile" and "Shakespeare: Soul of an Age," both of which received Golden Eagle Awards and were selected for exhibition at the Edinburgh and the American Film Festivals.

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NBC-New York, 8/5/63

MORT FLEISCHMANN IS NAMED MANAGER, PROMOTION,

WEST COAST PROMOTION DEPARTMENT

Mort Fleischmann has been named Manager, Promotion, West Coast Promotion Department, it was announced today by Al Rylander, Vice President, Promotion, NBC.

Mr. Fleischmann succeeds Donald E. Allen, who died July 15 in Burbank, Calif.

For the past seven years, Mr. Fleischmann has been a contact representative in NBC's promotion department.

A native New Yorker, Mr. Fleischmann was in the U. S. Air Corps four years, serving during the Second World War in the Pacific as a commissioned navigator-bombardier-pilot.

Discharged in 1947, he began his own production unit, providing radio and television programs for Church Peace Union, an organization which worked in association with the United Nations.

In 1949 Mr. Fleischmann was assistant producer and then producer of the "Kathy Norris Show," first on WNBT, then on the Dumont Network. He spent four years with WTAM in Cleveland as co-producer in radio and TV, handling "Morning Bandwagon."

In 1955 he returned to New York as producer for disc jockey Johnny Andrews on WRCA. He spent a short period as assistant manager of Marine Stadium at Jones Beach before joining the promotion department of NBC in 1956. In May of this year, Mr. Fleischmann was named Administrator, Special Press Contacts for the network.

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NBC - 8/5/63

NBC TELEVISION NETWORK NEWS

August 5, 1963

PROMINENT TV WRITERS PREPARE SCRIPTS FOR NEW 'TEMPLE HOUSTON' SERIES

Ten prominent television writers and a story consultant are preparing scripts for NBC-TV's new "Temple Houston" series, about the legal exploits and adventures of a sharpshooting silver-tongued attorney in the early American Southwest starting Thursday, Sept. 19 (7:30-8:30 p.m. EDT).

The scripts will be patterned after authentic legal cases in the post-Civil War period ranging from land squabbles, railroad rights-of-way and squatter problems to cases arising from emotional conflict between individuals. Houston's clients may include gunmen, notorious women and the town drunk. Stories will also reflect the interplay of personalities between Houston, portrayed by series star Jeffrey Hunter, and a part-time U. S. marshal, Taggart, played by co-star Jack Elam.

The story consultant and head writer, Thomas Thompson, is supervising preparation of the scripts in coordination with producer Joseph Dackow. Thompson was associate producer on NBC-TV's "Bonanza" last season, wrote 10 episodes for that series, and also wrote 14 "Wagon Train" segments. Present writers -- with more to be signed -- are James Warner Bellah, Arthur Brown Jr., Jack Usher, Shimon Wincelberg, E. M. Parsons, John Dunkel, Antony Ellis, Harry Kronman, John Dugan and Donald S. Sanford.

(more)

The role of Temple Houston is based on the real-life adventures of the son of the famous Texan, Sam Houston. A contemporary of such legendary westerners as Bat Masterson and Billy the Kid (Houston is known to have competed with them in shooting matches), the young attorney won considerable fame not only as a spellbinding courtroom orator and a stickler for the law, but as a tough man in a fight.

The series goes into production at Warner Brothers Aug. 7. Location trips to Texas are also planned.

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NBC-New York, 8/5/63

NBC TELEVISION NETWORK NEWS

August 5, 1963

NBC NEWS TO COVER 'MARCH TO WASHINGTON' WITH SPECIAL TELECASTS AND ON-THE-SPOT NEWS INSERTS

NBC News will present at least two special television programs Wednesday, Aug. 28 covering the civil rights march to Washington, in addition to news inserts and bulletins throughout the day.

Besides on-the-spot news inserts in network programming throughout the day, NBC News plans a daytime special TV program as the march progresses, and from 11:15 p.m. until midnight will present another special reviewing the events of the day.

Chet Hagan will produce the live, on-the-spot coverage, in which many NBC News correspondents as well as several mobile units stationed at various points in Washington will participate. Pickup points will be determined as soon as the actual line of march is announced.

Officially called the March to Washington for Jobs and Freedom, the demonstration is being sponsored by leaders of major civil rights groups as "a massive, peaceful and democratic demonstration to provide evidence of the need for the federal government" to deal with the rights issue.

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RICKEY DER, 10, WINS COURT APPROVAL OF ACTING CONTRACT
WITH NBC; WILL PLAY IN "KENTUCKY'S KID" SERIES

Rickey Der, 10-year-old Chinese boy from San Francisco, has received approval in Los Angeles Superior court of his seven-year acting contract with the National Broadcasting Company.

His first assignment under his new contract will be to portray Dwight Eisenhower Wong in NBC-TV's proposed new series, "Kentucky's Kid," the story of a retired horse trainer and a Chinese boy. Dennis Weaver, who has starred for eight seasons as "Chester" on "Gunsmoke," will be the series' star.

Wong becomes by adoption the No. 1 son of Kenneth Yarborough Jones ("Kentucky," played by Weaver), who retires to his California ranch for racing. "Kentucky's Kid" goes into production Aug. 22 for the 1964-65 television season. It is the first of several projects underway at NBC under supervision of Felix Jackson, Vice President, NBC Productions, West Coast.

Rickey is the son of a super-market manager in San Francisco's Chinatown. Since his discovery by NBC casting director June Leff early this year, he has completed his first motion picture, "Tarzan and the Three Challenges," in which he portrayed a young prince.

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NBC-New York, 8/5/63

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

August 6, 1963

NBC PRESIDENT ROBERT E. KINTNER WILL VISIT 4 OF EUROPE'S
PRINCIPAL CAPITALS TO CONFER WITH NBC NEWS OFFICIALS

Robert E. Kintner, President of the National Broadcasting Company, will visit four of the principal capitals of Europe to confer with NBC News officials and correspondents during a three-week trip.

Mr. Kintner will leave from New York Aug. 9 for Rome on the first lap of the tour, and will inspect NBC operations in London, Paris and Berlin.

In Rome, Mr. Kintner will meet with correspondent Irving R. Levine. In London he will confer with NBC News correspondent Kenneth Bernstein, and also with Gerald Adler, Director of European operations of NBC International, which is part of the company's Enterprises Division. In Paris he will meet with Bernard Frizell, correspondent and bureau chief, and in Berlin correspondent Welles Hangen and Gary Stindt, chief of NBC News Film in Central Europe.

Mr. Kintner will return to NBC's New York headquarters at the end of the month.

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NBC RADIO NETWORK NEWS

August 6, 1963

DOMINICAN GOVERNMENT LEARNED ABOUT INVASION BY MONITORING NBC NEWS BULLETIN

The Dominican government first learned of the invasion of Haiti yesterday by monitoring an NBC News bulletin, NBC News learned from its source in Santo Domingo this morning (Aug. 6).

According to the source, the Dominican government told newsmen last night that the NBC bulletin was its first information of the invasion.

NBC News reported exclusively on NBC Radio's "News-on-the-Hour" at 3 p.m. EDT yesterday (Aug. 5) that exile troops had landed near the town of Fort Liberty in Haiti and were driving on the country's second largest city, Cap Haitien.

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August 6, 1963

MALCOLM R. JOHNSON IS NAMED MANAGER, NBC NEWS

Malcolm R. Johnson has been named Manager, NBC News, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

Mr. Johnson, a veteran newsman whose career began in 1937, was formerly Night Manager of NBC News. Previously, he was manager of NBC News Program Service with responsibility for channeling NBC News film reports throughout the network. He joined NBC News in April, 1962. Two days after being appointed Night Manager, Mr. Johnson organized NBC News' coverage of the loss of the atomic submarine Thresher.

A native of Terry, Mont., Mr. Johnson attended Brigham Young University and University of Missouri. He worked first as a newsman on the Twin Falls (Idaho) News. He was subsequently a reporter for the Salt Lake City Tribune, and in New York for United Press and the Herald Tribune.

As a UP correspondent during World War II, he traveled throughout the Pacific. He flew 23 combat missions with the Army Air Corps and Navy, "retiring," as he puts it, after scoring a world beat with the first eyewitness account of the first B-29 raid against Japanese aircraft factories.

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He covered the Japanese surrender for the Herald Tribune, sitting atop a gun turret overlooking the surrender-signing ceremony on the deck of the battleship Missouri. He also covered the Korean War, and has worked in Japan and Buenos Aires.

In 1955, Mr. Johnson joined CBS News, where he won a Look Magazine award in 1959 as producer of a special program covering Soviet Premier Khrushchev's visit to this country. He was assistant director of news for television before coming to NBC.

Mr. Johnson and his wife, the former Jess Frizzell of San Francisco, live in Westport, Conn. They have three sons: Steven, 15; Douglas, 13, and Richard, 11.

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NBC-New York, 8/6/63

NBC TELEVISION NETWORK NEWS

NBC-TV NETWORK COMPLETE PROGRAM SCHEDULE

FOR FALL, 1963 SEASON

MONDAYS THROUGH FRIDAYS

7-9 a.m. -- "Today."

10-10:25 a.m. -- "Say When."

10:25-10:30 a.m. -- "NBC News Morning Report."

10:30-11 a.m. -- "Merv Griffin's Word for Word" (New series in color, premieres Sept. 30).

11-11:30 a.m. -- "Concentration" (moves to this new time period Sept. 9).

11:30 a.m.-12 noon -- "Missing Links" (New series in color, premieres Sept. 9).

12 noon-12:30 p.m. -- "Your First Impression" (in color).

12:30-12:55 p.m. -- "Truth or Consequences" (becomes a color program Sept. 30).

12:55-1 p.m. -- "NBC News Day Report."

2-2:25 p.m. -- "People Will Talk" (in color).

2:25-2:30 p.m. -- "NBC News Early Afternoon Report."

2:30-3 p.m. -- "The Doctors."

3-3:30 p.m. -- "The Loretta Young Theatre."

3:30-4 p.m. -- "You Don't Say!" (in color).

4-4:25 p.m. -- "The Match Game"

4:25-4:30 p.m. -- "NBC News Afternoon Report."

4:30-5 p.m. -- "Make Room for Daddy"

7-7:30 p.m. -- "The Huntley-Brinkley Report" (expanded half-hour edition starts Sept. 9)

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(more)

2 - Complete NBC-TV Fall Schedule

SUNDAYS

1:30-2 p.m. -- NBC Religious Series.

3-4 p.m. -- "NBC News Encore" (Repeat programs, some in color, starts Oct. 27).

4-5 p.m. -- "Sunday" (New series premieres Oct. 20).

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom" (In color. Season premiere Oct. 20).

5:30-6 p.m. -- "G-E College Bowl" (New series, in color, premieres Sept. 22).

6-6:30 p.m. -- "Meet the Press" (in color).

7-7:30 p.m. -- "The Bill Dana Show." (New series premieres Sept. 22).

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color" (In color. Season premiere Sept. 29).

8:30-9 p.m. -- "Grindl" (New series premieres Sept. 15).

9-10 p.m. -- "Bonanza" (In color. Season premiere Sept. 22).

10-11 p.m. -- "Du Pont Show of the Week" (Many programs in color. Season premiere Sept. 15).

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MONDAYS

7:30-9:30 p.m. -- "Monday Night at the Movies" (The majority in color. Season premiere Sept. 16).

9:30-10 p.m. -- "Hollywood and the Stars" (New series premieres Sept. 30).

10-11 p.m. -- "Sing Along with Mitch" (In color. New day-and-time period. Season premiere Sept. 23).

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson" (In color).

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(more)

TUESDAYS

7:30-8:30 p.m. -- "Mr. Novak" (New series premieres Sept. 24).

8:30-9 p.m. -- "Redigo" (New series premieres Sept. 24).

9-10 p.m. -- "The Richard Boone Show" (New series premieres Sept. 24).

10-11 p.m. -- "The Andy Williams Show" (In color. Season premiere Sept. 24).

"Bell Telephone Hour" (In color. Season premiere Oct. 8).

NBC News Specials (many in color).

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson" (In color)

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WEDNESDAYS

7:30-9 p.m. -- "The Virginian" (In color. Season premiere Sept. 18).

9-10 p.m. -- "Espionage" (New series premieres Oct. 2).

10-11 p.m. -- "The Eleventh Hour" (Season premiere Oct. 2).

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson" (In color).

* * *

THURSDAYS

7:30-8:30 p.m. -- "Temple Houston" (New series premieres Sept. 19).

8:30-9:30 p.m. -- "Dr. Kildare" (Season premiere Sept. 26).

9:30-10 p.m. -- "Hazel" (In color. Season premiere Sept. 19).

10-11 p.m. -- "Perry Como's Kraft Music Hall" (In color. New day and time period. Season premiere Oct. 3).

"Kraft Suspense Theatre" (New series, in color, premieres Oct. 10).

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson" (In color)

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(more)

FRIDAYS

7:30-8:30 p.m. -- "International Showtime" (Season premiere Sept. 13)

8:30-9:30 p.m. -- "Chrysler Presents a Bob Hope Special" (First program Sept. 27). "Bob Hope Presents the Chrysler Theatre" (New series, in color, premieres Oct. 4).

9:30-10 p.m. -- "Harry's Girls" (New series premieres Sept. 13).

10-11 p.m. -- "The Jack Paar Program" (In color. Season premiere Sept. 20).

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson" (In color).

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SATURDAYS

9:30-10 a.m. -- "The Ruff 'n' Reddy Show" (In color).

10-10:30 a.m. -- "The Hector Heathcote Show" (New series, in color, premieres Oct. 5).

10:30-11 a.m. -- "Fireball XL 5" (New series premieres Oct. 5).

11-11:30 a.m. -- "Dennis the Menace" (New series premieres Oct. 5).

11:30 a.m.-12 noon -- "Fury" (Moves to this new time period Oct. 5).

12 noon-12:30 p.m. -- "Sgt. Preston of the Yukon" (New series premieres Oct. 5).

12:30-1 p.m. -- "The Bullwinkle Show" (In color. New day-and-time period. Season premiere Oct. 5).

1-2 p.m. -- "Exploring" (In color. New time period. Season premiere Oct. 12).

(more)

SATURDAYS (CONT'D)

2-2:30 p.m. -- "Watch Mr. Wizard" (New time period. Season premiere Oct. 12).

5-5:30 p.m. -- "NFL Highlights" (Season premiere Sept. 21)

5:30-6 p.m. -- "Captain Gallant" (Returns Sept. 21).

6-6:15 p.m. -- "Saturday Night Report."

7:30-8:30 p.m. -- "The Lieutenant" (New series premieres Sept. 14).

8:30-9 p.m. -- "The Joey Bishop Show" (In color. Season premiere Sept. 14).

9-11 p.m. -- "Saturday Night at the Movies" (The majority in color. Season premiere Sept. 21).

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NBC-New York, 8/6/63

NBC TELEVISION NETWORK NEWS-4-H

August 7, 1963

BOB HOPE, STARTING FIRST YEAR OF WEEKLY TV APPEARANCES,
WILL PRESENT TOP STARS IN FULL-HOUR SPECIAL

Bob Hope will start his first full-year of weekly television appearances with a notable group of performers.

"Chrysler Presents a Bob Hope Special" starring Dean Martin, Tuesday Weld, Barbra Streisand, Les Brown and his Band of Renown, and special guest James Garner Friday, Sept. 27 (NBC-TV, 8:30-9:30 p.m. EDT).

The program will be the first of eight Hope specials to be presented Fridays during the new season. On Friday, Oct. 4, in the same time period, Hope will begin a new role -- as host of the color-filmed drama series to be broadcast under the heading, "Bob Hope Presents the Chrysler Theatre."

The Chrysler Corporation-sponsored series of Friday night dramas and specials will mark Hope's first year of weekly appearances since his radio days. The new season also starts Hope's 13th year as a TV performer and his 26th year as an NBC star.

Writers for Hope's Sept. 27 special will be Mort Lachman, Bill Larkin, Les White, Johnny Rapp, Norm Sullivan, Charlie Lee and Gig Henry. The program will be taped in black and white at NBC's Burbank Studios Aug. 18 and 25.

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NBC COLOR TELEVISION NEWS



August 7, 1963

ROBERT LANE IS NAMED PRODUCER OF "MERV GRIFFIN'S WORD FOR WORD"

Robert Lane has been named producer of NBC-TV's new daytime game show, "Merv Griffin's Word for Word" (Monday through Friday in color 10:30 a.m. EDT) starting Monday, Sept. 30.

For the past five years, Lane was head writer on "Play Your Hunch." Before that, he was a writer on NBC-TV's "Home." His other TV credits include stints as writer with "Weekday," as associate producer of "The Sky's the Limit" and associate producer and writer of "The Norman Brokenshire Show."

Lane formerly was a professional dancer in Broadway shows, having starred in "Mexican Hayride" and other musicals. He attended the Professional Children's School. He is a native of Brooklyn, N. Y. where he lives with his wife and two children.

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MORGAN BEATTY'S VOICE TO BE HEARD AROUND THE WORLD
ON SPECIAL TAPE USED BY PROGRAM BROADCAST
SERVICE OF RCA COMMUNICATIONS INC.

The familiar voice of NBC News Correspondent Morgan Beatty will soon be heard orbiting the world, in a sense, in the form of a special tape to be used by the Program Broadcast Service of RCA Communications Inc.

The tape will serve to identify the stations on frequencies used in transmissions abroad by RCA Communications' program service, and will be broadcast on assigned frequencies at intervals each day, allowing receivers to identify and adjust to it.

The text to be spoken by Beatty is: "This is a station owned and operated by RCA Communications, 66 Broad Street, New York, testing for receiver adjustment purposes."

The test signal transmission will originate in New York, to be relayed via microwave to Rocky Point, L.I., where the RCA Communications transmitters are located. The Program Broadcast Service is also used by NBC News correspondents for vocal transmission of news dispatches to New York.

RCA Communications selected Morgan Beatty because the resonance and quality of his voice make it particularly suitable for this purpose. Beatty has been commentator and news editor of NBC Radio's "News of the World" since 1946 (7:30 p.m. EDT, Monday through Friday), and is featured on "Monitor" each week end.

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NBC-New York, 8/7/63

NBC RADIO NETWORK NEWS

August 7, 1963

<p>RADIO AUDIENCE TO HAVE FIRST OPPORTUNITY TO HEAR VOICE OF TOSCANINI SINGING AT REHEARSAL</p>

For the first time radio audiences throughout the country will have an opportunity to hear how Toscanini sang in rehearsal, as he did for many years conducting the NBC Symphony Orchestra, in the program "Toscanini -- the Man Behind the Legend" Wednesday, Aug. 21 on NBC Radio Network, except WNBC (9:05-10 p.m. EDT) and Sunday, Aug. 25 on WNBC only (11:10 p.m.-12:05 a.m. EDT).

For many years, even during the broadcast concerts, Toscanini could often be heard faintly in the background, particularly when he was conducting an opera. On the RCA Victor recordings of "La Boheme" and "La Traviata," he is distinctly "present." However, on this program he will be heard clearly as he directed the orchestra, often using his singing voice to illustrate a point, rather than to give a long explanation to the musicians.

Notable singers who appeared with Toscanini, including Rose Bampton, Robert Merrill, Salvatore Baccaloni and Jerome Hines, comment on the quality of the maestro's singing voice. All agree it wasn't a "pretty voice," but it did convey its intent very clearly. In addition to this section showing Toscanini at work in rehearsal,

(more)

2 - Toscanini

the program will have an interview with NBC executive Albert Walker, who was in charge of all physical arrangements for the concerts of Toscanini and the NBC Symphony from 1937 to 1954.

Music on the program will be from two composers: Beethoven and Haydn. The program will open with the "Leonore No. 3 Overture" by Beethoven. The Al Walker interview will follow. Then the major musical selection, Haydn's "Symphony No. 88 in G." The program will conclude with the segment on Toscanini in rehearsal. Ben Grauer is commentator and Don Gillis is producer.

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NBC-New York, 8/7/63

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

September, 1963 (All Times EDT)

MONDAYS THROUGH FRIDAYS

Week of Sept. 2-6

10:30-11 a.m. -- "Play Your Hunch"
11-11:30 a.m. -- "The Price Is Right"
12 noon-12:30 p.m. -- "Your First Impression"
2-2:25 p.m. -- "People Will Talk"
3:30-4 p.m. -- "You Don't Say!"
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

Weeks of Sept. 9-13; 16-20; 23-27

10:30-11 a.m. -- "Play Your Hunch"
11:30 a.m.-12 noon -- "Missing Links" (Premiere Sept. 9).
12 noon-12:30 p.m. -- "Your First Impression"
2-2:25 p.m. -- "People Will Talk"
3:30-4 p.m. -- "You Don't Say!"
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

(NOTE: The entire day's color programming for Monday, Sept. 30 is listed on the last page of this schedule.)

* * *

SUNDAY, SEPT. 1

5:30-6 p.m. -- "The Bullwinkle Show"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"
10-11 p.m. -- "Du Pont Show of the Week"

Tuesday, Sept. 3

7:30-8:30 p.m. -- "Laramie"
8:30-9:30 p.m. -- "Empire"

(more)

2 - September Color Schedule

Wednesday, Sept. 4

7:30-9 p.m. -- "The Virginian"

Thursday, Sept. 5

9:30-10 p.m. -- "The Lively Ones"

Friday, Sept. 6

8:30-9:30 p.m. -- "Sing Along with Mitch"

9:30-10 p.m. -- "The Price Is Right"

10-11 p.m. -- "The Jack Paar Program"

Saturday, Sept. 7

9:30-10 a.m. -- "The Ruff 'n Reddy Show"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

4:30-6 p.m. -- "World Series of Golf"

8:30-9 p.m. -- "The Joey Bishop Show"

9-11 p.m. -- "Saturday Night at the Movies"

Sunday, Sept. 8

4:30-6 p.m. -- "World Series of Golf"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday, Sept. 9

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-10:30 p.m. -- "David Brinkley's Journal"

Tuesday, Sept. 10

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, Sept. 11

7:30-9 p.m. -- "The Virginian"

Thursday, Sept. 12

9:30-10 p.m. -- "The Lively Ones"

(more)

3 - September Color Schedule

Friday, Sept. 13

8:30-9:30 p.m. -- "Sing Along with Mitch"

10-11 p.m. -- "The Jack Paar Program"

Saturday, Sept. 14

9:30-10 a.m. -- "The Ruff 'n Reddy Show"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

8:30-9 p.m. -- "The Joey Bishop Show" (Season premiere)

Sunday, Sept. 15

5:30-6 p.m. -- "The Bullwinkle Show"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Du Pont Show of the Week" (Season premiere)

Monday, Sept. 16

7:30-9:30 p.m. -- "Monday Night at the Movies" (Season Premiere)

10-10:30 p.m. -- "David Brinkley's Journal"

Tuesday, Sept. 17

7:30-8:30 p.m. -- "Laramie"

8:30-9:30 p.m. -- "Empire"

Wednesday, Sept. 18

7:30-9 p.m. -- "The Virginian" (Season Premiere)

Thursday, Sept. 19

9:30-10 p.m. -- "Hazel" (Season Premiere)

Friday, Sept. 20

8:30-9:30 p.m. -- "Sing Along with Mitch"

10-11 p.m. -- "The Jack Paar Program" (Season Premiere)

Saturday, Sept. 21

9:30-10 a.m. -- "The Ruff 'n Reddy Show"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. --- "King Leonardo and His Short Subjects"

8:30-9 p.m. -- "The Joey Bishop Show"

9-11 p.m. -- "Saturday Night at the Movies" (Season Premiere)

(more)

4 - September Color Schedule

Sunday, Sept. 22

5:30-6 p.m. -- "G-E College Bowl" (Premiere)
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza" (Season Premiere)
10-11 p.m. -- "Du Pont Show of the Week"

Monday, Sept. 23

7:30-9:30 p.m. -- "Monday Night at the Movies"
10-11 p.m. -- "Sing Along with Mitch" (Season Premiere, New day and time)

Tuesday, Sept. 24

10-11 p.m. -- "The Andy Williams Show" (First of Twelve musical specials).

Wednesday, Sept. 25

7:30-9 p.m. -- "The Virginian"

Thursday, Sept. 26

9:30-10 p.m. -- "Hazel"

Friday, Sept. 27

10-11 p.m. -- "The Jack Paar Program"

Saturday, Sept. 28

9:30-10 a.m. -- "The Ruff 'n Reddy Show"
10-10:30 a.m. -- "The Shari Lewis Show"
10:30-11 a.m. -- "King Leonardo and His Short Subjects"
8:30-9 p.m. -- "The Joey Bishop Show"
9-11 p.m. -- "Saturday Night at the Movies"

Sunday, Sept. 29

5:30-6 p.m. -- "G-E College Bowl"
6-6:30 p.m. -- "Meet the Press"
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"
9-10 p.m. -- "Bonanza"

(more)

5 - September Color Schedule

Monday, Sept. 30

10:30-11 a.m. -- "Merv Griffin's Word for Word" (Premiere)
11:30 a.m.-12 noon -- "Missing Links"
12 noon-12:30 p.m. -- "Your First Impression"
12:30-12:55 p.m. -- "Truth or Consequences" (Becomes a color series today)
2-2:25 p.m. -- "People Will Talk"
3:30-4 p.m. -- "You Don't Say!"
7:30-9:30 p.m. -- "Monday Night at the Movies"
10-11 p.m. -- "Sing Along with Mitch"
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

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NBC-New York, 8/7/63

2-X-H

NBC TRADE NEWS

M-G-M BUYS SPONSORSHIP IN 9 NBC-TV SHOWS TO SPONSOR FILM,

"THE V.I.P.s"--MARKS SPONSOR'S GREATEST

CONCENTRATION OF NETWORK TV

Metro-Goldwyn-Mayer, to advertise the premiere of its film "The V.I.P.s," has purchased sponsorship in nine NBC-TV programs -- five nighttime and four daytime shows, the greatest concentration of network television ever purchased by M-G-M -- it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Network television advertising of the film's premiere will be exclusively on NBC-TV, and will mark M-G-M's first participations in prime-time network television. In July and August, 1962 M-G-M advertised the film "Lolita" on NBC's late-night program "Tonight," marking its first network TV purchase.

The premiere of "The V.I.P.s" will be advertised on the 1963-64 premieres of four NBC-TV nighttime programs: "The Lieutenant," premiering Sept. 14, and "Mr. Novak," premiering Sept. 24; "Monday Night at the Movies," which starts its new season Sept. 16, and "Saturday Night at the Movies," which begins its third season Sept. 21.

The "Tonight Show Starring Johnny Carson" is the fifth NBC-TV nighttime program in which M-G-M purchased sponsorship.

The four daytime programs in the M-G-M buy are "Missing Links," "Loretta Young Theatre," "You Don't Say!" and "People Will Talk."

Elizabeth Taylor and Richard Burton star in "The V.I.P.s," which will have its American premiere simultaneously in over 600 cities Sept. 26.

The M-G-M order was placed through Donahue & Coe.

-----o----- NBC-New York, 8/8/63



August 8, 1963

SURVEY SHOWS ONE OF EVERY FOUR TEACHERS IN NATION'S ELEMENTARY
SCHOOLS USES NBC TEACHER'S GUIDE FOR "EXPLORING"

One out of every four teachers in the nation's elementary schools is being reached by the NBC Teacher's Guide for "Exploring," and 86 percent of them are making use of this teaching aid in their classrooms. Seventy nine percent have encouraged their pupils to watch the educational program so it can become the subject of classroom discussion later.

Edward Stanley, NBC Director of Public Affairs, says this is a "notable achievement in the use of mass communications for mass education." Both the program and the guides are under his supervision.

The color program will return to NBC-TV for its second season Saturday, Oct. 12 (1-2 p.m. NYT).

In view of the remarkable success of the NBC Teacher's Guides, the network is now developing guides for teachers to supplement two other program series in the youth field.

"The success of the guides," Stanley said, "is due to the fact that they are written on a strictly professional basis, by a
(more)

professional teacher, as a teacher would do her own plan book, and intended first of all to make the television program professionally useful to the teacher."

"Exploring" is a pioneering experiment in providing programming for children in the 5-through-11 year age group which would have both entertainment and educational values.

The two other program groups which NBC will make readily useful to the teacher are the four full-hour color specials for the "NBC Children's Theatre" and "NBC News Encore," a group of rebroadcasts of the outstanding news specials, aimed at high school and junior high school students.

A six-city survey of the usefulness of the Teacher's Guides, conducted by Millard Research Associates for the NBC Planning and Research Department, showed that just under 80 percent of the teachers receiving the guides used them and had recommended the program to their pupils for viewing. Thirty percent made this recommendation frequently. And, of those who never recommended viewing at all, a third kept the guides for their own reference. In all, 86 percent of the teachers who received the guides made some use of them.

"We never anticipated a success so complete as this," Stanley said. "The best guess we could get from those in the direct mail field was that we might expect 70,000 requests. Instead, the guides went to more than 250,000 elementary teachers who requested them. This means that our guides reached better than one out of every four teachers in

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the elementary schools. The chances seem very good that even this surprising number will be dramatically increased this Fall. There doesn't seem to be any saturation point in the learning process, and in a mass society it seems appropriate to use mass tools."

Stanley says that television programming for children should not try to duplicate the classroom situation, or replace the teacher, but should be relevant to what the young viewer is learning at school.

"The achievements of 'Exploring' and the NBC Teacher's Guides constitute a significant advance, both in the world of education and of television. We have broken at least one trail down which the public school system and the television network can travel together and achieve a great goal," he says.

"Everything is news to a child. Everything he eats, smells, sees, hears or sits on is a part of his educational experience. He is going to be watching a lot of television, and if we can 'take' the teacher where the child is, perhaps we can also transmit to the classroom some part of the excitement and fascination that lives in television."

The guides are produced by NBC and edited by Mrs. Gloria Kirshner, a professional teacher and a graduate of Teachers College, Columbia University. They are intended to be as much like the plan book that a teacher would produce for herself as is possible. They include a reference bibliography supplied by the American Library Association, a synopsis of the program and suggested classroom activities. A distinguished advisory panel is available for consultation and advice if needed.

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Members of the panel are: Dr. Lawrence Derthick, assistant executive secretary, NEA, former U. S. Commissioner of Education; Mina Rees, dean of Graduate Studies, University of New York, member of the Conference Board of the Mathematical Sciences; Dr. John Rackley, vice president for instruction, Pennsylvania State University, immediate past president, American Association of Colleges for Teacher Education; Gilbert Seldes, former dean of the Annenberg School of Communications, University of Pennsylvania; Dr. W. Linwood Chase, former dean, school of Education, Boston University, and past president, National Council for the Social Studies; Mrs. Augusta Baker, chairman of the Children's Books and Broadcasting Committee, American Library Association; coordinator of Children's Services, New York City Public Library System.

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NBC-New York, 8/8/63

August 8, 1963

"CHALLENGE OF CHAMPIONS" ON "CONCENTRATION" SHOW

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4 Top Winners in Program's 5-Year History Will Compete

The four top winners in the five-year history of NBC-TV's "Concentration" game show will compete in a "Challenge of Champions" with an around-the-world trip for two as the grand prize.

The four-player tournament will start Friday, Sept. 6 (11:30 a.m. to 12 noon EDT) and will continue on the Monday, Sept. 9 show, when "Concentration" moves to a new time period (11 to 11:30 a.m. EDT). The contest will run through the week of Sept. 9 until the show's "Champion of Champions" is crowned.

Competing in the tournament will be:

Mrs. Nettie Pollack of Great Neck, Long Island, N.Y., who became the record-holder for consecutive victories with a 20-game streak in April, 1963.

Ralph Branca of White Plains, N.Y., the former Brooklyn Dodger pitcher, who won 17 straight games in August, 1961.

Arthur Levine of Washington, D.C., who lived in Brooklyn when he won 16 games in September, 1960.

(more)

Joe Orlando of Lindenhurst, Long
Island, N.Y., winner of 15 games in July, 1962.

The first round of the "Challenge of Champions" will be a best-two-of-three competition. The two winners then will meet in the finals in a best-four-of-seven series. Winners of all games will keep the prizes they matched on the "Concentration" game board, and the champion also will get \$1,000 to cover miscellaneous expenses incurred on the five-week trip around the world, including stopovers in London, Rotterdam, Berlin, Rome, Athens, Teheran, Hong Kong, Tokyo and Hawaii.

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NBC-New York, 8/8/63

CAST AND CREDITS FOR 1963 'INTERNATIONAL BEAUTY SPECTACULAR'

Program: "The International Beauty Spectacular"

Time: NBC-TV Network Friday, Aug. 16 (10-11 p.m. EDT) at Long Beach, Calif.

Format: A fast-paced, Broadway revue-type production showcasing finalists and winner of "The International Beauty" title.

Master of Ceremonies: Lorne Greene (Ben Cartwright of NBC-TV's "Bonanza").

Featuring: Soprano Lucille Norman and baritone Stephen Kemalyan.

CREDITS

(FOR NBC)

Produced for NBC by Gamut Productions Inc.

Producer: Richard Gottlieb.

Telecast written by Richard Gottlieb

Director: Selwyn Toubert

Associate Producer: Fred Carney

Unit Manager: Don Van Atta

Associate Director: Gene Law

Technical Director: Clair McCoy

Lighting Director: James Kilgore

Audio: Bill Levitsky

Video: Carroll Bolstad

Program Supervisors: Karel Pearson, Burbank; Arch Robb, New York

NBC Press Representatives: Herm Lewis, Burbank; Betty Lanigan, New York.

(more)

Team:	"The International Bounty Stretcher"
WBC-TV Network (July 10-11 P.M.) (WBC-TV at Long Beach, Calif.)	
Host:	A first-grade, Broadway-style production showing the final act of the International Bounty Stretcher.
Cast of Characters:	James Brown (and Outright of WBC-TV's "Bounty").
Cast:	George Lewis (Brown and Patton Brown Brown)
	<u>CASTING</u>
	(FOR WBC)
	Produced for WBC by Daniel Productions, Inc.
Music:	Robert Gellert
Music written by:	Robert Gellert
Music:	Robert Gellert
Music Producer:	Tom Gellert
Musician:	Tom Van Allen
Music Director:	Gene Lee
Music Director:	Oliver McCoy
Music Director:	James Elmore
Music:	Bill Levey
Music:	Carroll Boland
Music Supervisor:	James Elmore, Gellert, and Lee
Music:	Gene Lee, Gellert, and Lee

Cast and Credits for 'International Beauty Spectacular'

Credits for 'The International Beauty Congress'

Executive Producer: Wayne Dailard
Pageant written by Wayne Dailard
Music Director: Frank Allan Hubbell
Choreography: Stephen Papich
Choral Director: Wayne Gard
Lighting: Joe Privitier

Original compositions, "Sound the Trumpets" and "March of the Free," and special adaptations of Meredith Willson's "American Anthem" and "The Freedom Song" by Frank Allan Hubbell.

* * *

Sponsor (and agency): Pharmacraft Laboratories through Papert,
Koenig, Lois Inc., New York.

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NBC-New York, 8/8/63

Graduate for The International Nurses Congress

Executive Producer: Wayne W. W. W.
Script Written by: Wayne W. W. W.
Director: Frank Allen W. W. W.
Executive Producer: Wayne W. W. W.
Director: Frank Allen W. W. W.

Original compositions, "Sound the Trumpets" and "March of the
e," and special introductions of the "The Nurses Song" by Frank Allen W. W. W.

* * *
Produced by International Nurses Congress
New York, New York

1950-1951 Year, 1951/52

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NBC TRADE NEWS

GENERAL MILLS TO SPONSOR ENTIRE NBC RADIO COVERAGE
OF 1964 INTERNATIONAL WINTER OLYMPICS

FOR RELEASE MONDAY A.M. AUG. 12

General Mills Inc., maker of Wheaties, will sponsor NBC Radio's entire coverage of the 1964 International Winter Olympics. One hundred five-minute vignettes, over a period of 12 days, will be presented by NBC Radio from Innsbruck, Austria, where the IX Olympic Winter Games will take place.

Advance coverage will begin Jan. 25, with the Rev. Bob Richards, director of the Wheaties Sports Federation, and NBC's Jay Miller and Len Dillon reporting on the upcoming action. Among the events to be described on NBC Radio, beginning Jan. 29, as reported by Richards, Miller and Dillon, are cross-country skiing, tobogganing, speed-skating, bobsledding, ice hockey, figure-skating and ski-jumping.

The five-minute sport segments will be heard between 3 and 9 p.m. NYT during the week, and throughout the weekend on NBC Radio's "Monitor." The coverage will include interviews with world-wide sports celebrities--athletes and enthusiasts, forecasts and descriptions of Olympic ceremonies and festivities.

Sportscaster Bob Richards, a former Olympic champion, won gold medals in 1952 and 1956 in pole-vaulting. He also won the U. S. decathlon championships in 1951, 1954 and 1955. Jay Miller called the action for NBC Radio listeners at the 1960 Winter Olympic Games at Squaw Valley, Calif. Len Dillon is Manager of Sports for NBC Radio and "Monitor."

The agency for General Mills is Knox, Reeves Advertising Inc. of Minneapolis, Minn. -----o-----

NBC TELEVISION NETWORK NEWS

PERRY COMO TO OPEN NEW 'KRAFT MUSIC HALL' SEASON WITH
FOUR TOP GUEST STARS IN TELECAST FROM PITTSBURGH

FOR RELEASE MONDAY A.M. AUG. 12

Four top-name guest stars will accompany Perry Como to Pittsburgh, Pa., when he starts the all-new Kraft television programming with a live NBC-TV special telecast of "Perry Como's Kraft Music Hall" Thursday, Oct. 3 (in black and white, 10-11 p.m. EDT).

June Allyson, George Burns, Cyd Charisse and Allan Sherman will be the guest stars on the premiere program, which will originate from Pittsburgh's 8,000-seat Civic Arena. It will be the first of seven special Como shows to be presented in 1963-64. Other originations away from New York will be announced.

On Thursday, Oct. 10 the "Kraft Suspense Theatre" series of full-hour filmed color dramas will premiere in the 10-11 p.m. EDT, time period on NBC-TV. The dramas and Como specials will be sponsored by Kraft Foods Division of the National Dairy Products Corporation through the J. Walter Thompson Co. agency.

Regular members of "Perry Como's Kraft Music Hall" include Mitchell Ayres and his orchestra, Ray Charles and his singers, and announcer Frank Gallop. The specials will be produced by Marlo Lewis, with Dwight Hemion as director, Henry Howard as associate producer, Bob Fletcher as scenic and costume designer and Herb Sargent as head writer. The Oct. 3 program will be choreographed by Lee Becker.

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NBC RADIO NETWORK NEWS

August 9, 1963

'THE PROBLEMS FACING YOUTH TODAY'--THE EUROPEAN VIEWPOINT

- - -

Dorothy Gordon to Interview Authorities in Europe

For Four Special Broadcasts

Dorothy Gordon, moderator of NBC Radio's "Dorothy Gordon's Youth Forum," and high-ranking European officials and commissioners in the fields of health, education, welfare and social service will discuss "The Problems Facing Youth Today" on four special broadcasts which Mrs. Gordon will tape in Europe beginning Sept. 5.

The format for the European-based programs will differ from that of "Youth Forum" in that all panelists will be adults rather than students. Special emphasis will be placed on the problems of the youth in each country where the show is being taped. The program will be broadcast as specials, dates and time to be announced, and not as part of "Youth Forum."

The locales for the four tapings are: Stockholm, Sweden (Sept. 5-8), Vienna, Austria (Sept. 8-12), Berne-Zurich, Switzerland (Sept. 12-15), and Rome, Italy (Sept. 15-18).

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August 12, 1963

12-CITY CONCERT TOUR SET FOR 'SING ALONG WITH MITCH' TROUPE;
FULL CAST WILL TAKE TO ROAD IN SEPTEMBER FOR FIRST TIME

They've hired the halls, chartered the plane, blown the dust off their suitcasea and circled the month of September on the calendar. Who has? Mitch Miller, his Sing Along Gang, Leslie Uggams, the eight girl dancers and Victor Griffin. The whole cast will take to the road in September for a 12-city concert tour which stretches from Denver to Boston. This is the first time the cast of "Sing Along with Mitch" has ever made personal appearances outside New York City as a group.

Mitch's itinerary begins on Saturday, Sept 7, when he takes his Gang to Rochester, N.Y., Mitch's own hometown, for a concert at the War Memorial. It will be a happy homecoming for the bearded maestro, whose career began as an oboe player in the Rochester public schools. A graduate of Rochester's Eastman School of Music, Mitch was a classical musician until 1945 when he entered the pop field.

The group will return to New York for the following week and then will set out on the major portion of the tour. The cities they will visit and the auditoriums in which they will appear are:

(more)

Sept. 15 -- Denver at the Denver Coliseum
Sept. 16 -- Kansas City, Mo., at the Kansas City Coliseum
Sept. 17 -- St. Paul, at the St. Paul Auditorium
Sept. 18 -- Dallas, at the Dallas Coliseum
Sept. 19 -- St. Louis at the St. Louis Arena
Sept. 20 -- Chicago at the McCormick Palace
Sept. 21 -- Detroit at the University of Detroit Field House
Sept. 22 -- Cleveland at the Cleveland Public Auditorium
Sept. 23 -- Baltimore at the Baltimore Civic Auditorium
Sept. 24 -- Philadelphia at the Philadelphia Arena
Sept. 25 -- Boston at the Boston Gardens.

Mitch's last repeat show for the Summer will be shown in color on NBC-TV Friday, Sept. 20 (8:30-9:30 p.m. EDT). The new season of "Sing Along with Mitch" will begin on Monday, Sept. 23, in the 10 to 11 p.m. EDT, time spot. Both the day and the time period are new for the color musical series.

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NBC-New York, 8/12/63

NBC RADIO IS COMMENDED BY EXECUTIVE COMMITTEE REPRESENTING
AFFILIATED STATIONS FOR THE PROGRESS NETWORK HAS MADE AND
'UNQUESTIONED LEADERSHIP OF NBC IN PROGRAMMING AND SALES'

CARMEL, CALIF., Aug. 13 -- The NBC Radio Network was
commended yesterday by the Executive Committee representing the
radio stations affiliated with the National Broadcasting Company for
"the progress the network has made and the unquestioned leadership of
NBC in programming and sales."

The statement was made by the Chairman of the NBC Radio
Affiliates Committee, Mr. Lyell Bremser (KFAB, Omaha), at a meeting at
the Highlands Inn here. NBC Radio executives taking part in this
meeting were: William K. McDaniel, Executive Vice President in charge
of the NBC Radio Network; Miss Marion Stephenson, Vice President,
Administration; Robert Wogan, Vice President, Programs; Robert C.
Hitchens, Director, Sales Planning; and Ludwig Simmel, Manager, Sales
Service. Other NBC executives present were Tom Knode, Vice President,
Station Relations; and Donald Mercer, Director, Station Relations.

Also taking part in this session were members of the NBC
Radio Affiliates Committee: Lyell Bremser (KFAB, Omaha), Chairman;
John B. Tansey (WRVA, Richmond, Va.), Vice Chairman; Thomas Carr (WBAL,
Baltimore), Secretary; Thomas Barnes (WDAY, Fargo, N. D.); Les
Biederman (WTCM, Traverse City, Mich.); Gustav Brandborg (KVOO, Tulsa);

(more)

Rex Preis (WOAI, San Antonio); Bob Kelly (KCRA, Sacramento); and Robert Rich (WDSM, Duluth, Minn).

The committee praised NBC Radio for maintaining its leadership in sales for the first six months of 1963. The network hit a new high of 43.3 per cent of all measured commercial time in network radio. The network was also cited for outstanding special programs. More than 79 hours of special news programs have been fed to affiliates in the first six months of this year, and the network fed 579 hot line reports. The news specials and the hot line reports totaled over 126 hours.

Mr. McDaniel told the committee the latest program innovations. The committee was impressed and pleased with the recent refinements in "Monitor" and with the addition of new talent which the committee reported, has made the weekend program "even faster-moving, more exciting and fresher." David Wayne is now host of the Saturday morning segment of the weekend program, replacing Mel Allen, who will now be heard as the "Voice of Monitor Sports." Jonathan Winters has been added to the "Monitor Comedy Time" lineup, and Basil Rathbone in "Monitor Theatre Time." Mr. McDaniel also stated that the network had recently inaugurated a series of classical music, "Toscanini -- The Man Behind the Legend," featuring recordings of the NBC Symphony Orchestra conducted by the late maestro.

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NBC-New York, 8/13/63

NBC TELEVISION NETWORK NEWS

August 13, 1963

NBC-TV NETWORK'S "TODAY" SHOW WILL ORIGINATE HALF-HOURS
FROM 1964 NEW YORK WORLD'S FAIR ON REGULAR WEEKLY BASIS

NBC-TV's "Today" show will originate half-hours from the 1964 New York World's Fair on a regular weekly basis, it was announced today by Carl Lindemann Jr., Vice President, Special Projects, NBC News, and William Berns, Vice President in charge of Communications and Public Relations for the New York 1964-65 World's Fair.

Following the opening of the Fair on April 22, 1964, "Today" will present a half-hour segment of the program from the Fair each week during the 1964 season. The first season is expected to run through Oct. 18. "Today" is telecast Monday through Friday from 7 to 9 a.m. NYT.

"Today" will visit a different location each week in order to bring viewers the most interesting elements from the Fair's many exhibits.

Exhibitors will include many of the major industrial concerns in the United States; foreign nations, which will be represented by government or industrial pavilions; companies concerned with transportation; the Federal Government and a majority of states, as well as participants in the Lake Amusement Area.

The Lincoln Center for the Performing Arts also will cooperate with the World's Fair in presenting a program in the performing arts.

(more)

The Fair was given the official sanction of the United States Government after approval of New York as its site by a special commission appointed by President Dwight D. Eisenhower. The international exposition will occupy a 646-acre site in Flushing Meadow Park, Queens, and has as its theme: "Man's Achievements on a Shrinking Globe in an Expanding Universe."

Officials estimate that 70 million people will visit the Fair -- 40 million in 1964 and 30 million in 1965.

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NBC-New York, 8/13/63

NBC COLOR TELEVISION NEWS



August 13, 1963

JOHN FRASER, HOWARD ST. JOHN AND PEGGY ANN GARNER ARE ADDED
TO STAR CAST OF 'THE PATRIOTS' ON 'HALLMARK HALL OF FAME'

John Fraser, Howard St. John and Peggy Ann Garner have been added to the starring cast of Sidney Kingsley's "The Patriots," which will be an NBC-TV "Hallmark Hall of Fame" color drama Friday, Nov. 15 (9:30-11 p.m. EST), producer-director George Schaefer announced.

As previously reported, Charlton Heston will star as Thomas Jefferson in "The Patriots," which is set in the decade beginning 1790 when the infant United States was nearly destroyed by political controversy. Robert Hartung has written the television adaptation of Kingsley's award-winning play.

Fraser will play Jefferson's brilliant and overbearing political foe, Alexander Hamilton. St. John has been cast as President George Washington, who sought to bring together Jefferson's Democrat-Republicans and Hamilton's Federalists. Miss Garner will portray Patsy Jefferson Randolph, Jefferson's married daughter and his constant companion.

Fraser is a distinguished English performer who co-starred with Heston in the motion picture, "El Cid." He played two seasons at the Old Vic in London and a few of his many other film roles have been in "Waltz of the Toreadors," "Tunes of Glory," "The Wind Cannot Read" and "The Trials of Oscar Wilde."

(more)

St. John starred three times on NBC-TV's "Our American Heritage" series as George Washington and recently finished another Washington portrayal in the soon-to-be-released motion picture "Lafayette."

Miss Garner also starred on NBC-TV's "Our American Heritage," as well as "Dr. Kildare," "The Eleventh Hour" and "The Dick Powell Theatre." She recently toured with the national company of "Bus Stop."

"The Patriots" will be taped next month in NBC-TV's Brooklyn, N. Y., color studios. "Hallmark Hall of Fame" is sponsored on NBC-TV by Hallmark Cards Inc. through Foote, Cone & Belding and is produced by Compass Productions Inc.

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NBC-New York, 8/13/63

August 14, 1963

"CONTINENTAL CLASSROOM" SERIES ON AMERICAN GOVERNMENT
OFFERED FOR SYNDICATION BY NBC FILMS

Morris Rittenberg, President of NBC Films, announced today the immediate availability of the "Continental Classroom" series titled "The Structure and Functions of American Government" for syndication sale on a market-by-market basis. The series was one of the most widely acclaimed in scholastic circles when first introduced by the NBC Television Network in 1961.

It was presented by NBC in cooperation with the American Association of Colleges for Teacher Education, the American Political Science Association, and the National Council for Social Studies. Last year (1962) it was repeated on the network via color tape recordings as a Monday-through-Friday series.

Closely identified with current headlines, the series of almost 150 half-hours includes: Senator Barry Goldwater on "The Dangers of Government Centralization," Governor Nelson Rockefeller on "State Government as It Relates to Federal," Justice William O. Douglas on "The American Revolutionary Tradition," Pulitzer Prize-winning author Theodore H. White on "The Making of a President," Congressmen Emanuel Celler and Francis Walter on Immigration, Senator Abraham Ribicoff on the Government's welfare policies, and Ralph McGill (publisher of the Atlanta Constitution) on Civil Rights.

(more)

While on NBC-TV, "Continental Classroom" won the Sylvania Award for "the best television education program," and the National Association for Better Radio and Television award as "the best education program and best daytime program."

President John F. Kennedy stated: "Such a course should do much to mobilize greater public interest in an understanding of national, state and local affairs."

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NBC-New York, 8/14/63

NBC TRADE NEWS

August 14, 1963

NBC FILMS' JULY AND AUGUST SALES PEAK SYNDICATION

RECORDS FOR "HENNESEY" AND "LARAMIE"

A new surge of sales activity during July and August by NBC Films has peaked syndication records for both "Hennesey" and "Laramie," according to William P. Breen, Vice President, Sales, for NBC Films, Inc.

Adding WMCT, Memphis; WAVE-TV, Louisville; and WJRT, Flint, among other major markets in the Summer sales wave, the market total for "Hennesey" has reached 111. Other sales during this period include renewals by WSB-TV, Atlanta; WRCV-TV, Philadelphia; and WEWS, Cleveland; with latest sales to WNCT, Greenville, N. C.; WLBT, Jackson, Miss.; and KOOK, Billings, Mont.

"Laramie" has also enjoyed a Summer sales boom, raising its market total to 35, with recent sales to WUHF-TV, Milwaukee; WTCN-TV, Minneapolis; WNYS, Syracuse; WSJS, Winston-Salem, N. C.; WTHI-TV, Terre Haute, Ind., and WIS-TV, Columbia, S. C.

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NBC TELEVISION NETWORK NEWS

August 14, 1963

'PROJECT 20' PRODUCTION OF 'THE STORY OF WILL ROGERS'

WILL HAVE ITS FOURTH PRESENTATION ON NBC-TV AUG. 29

- - -

Sponsor, As Three Previous Times, Is Purex Corporation

The "Project 20" production of "The Story of Will Rogers," continuing testimony to his tremendous potential as a television personality, will be repeated on the NBC-TV Network Thursday, Aug. 29 (10-11 p.m. EDT). The Purex Corporation will sponsor this fourth presentation, as it did the first (March 28, 1961), the second (Sept. 12, 1961), and the third (Sept. 14, 1962).

Bob Hope is narrator of the program, which spans the Rogers career from his early rodeo-roping days to his later years as every-man's commentator on the national and world scene. As one of the most famous figures of his day, Rogers was covered by the cameras so well that about 75 per cent of the TV program consists of motion picture footage. In addition, "Project 20" unearthed a treasure-trove of recordings of the Rogers radio broadcasts.

Donald B. Hyatt produced and directed the program. Richard Hanser and Rod Reed wrote the script, and Robert Russell Bennett composed the orchestral score.

PROGRAM HIGHLIGHT AUG. 29

THE STORY OF WILL ROGERS -- Bob Hope narrates this "Project 20" portrait of the great American humorist. Roger's own voice provides a large measure of the program's wit and wisdom.

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NBC TELEVISION NETWORK NEWS

August 14, 1963

WINDUP OF LADIES PROFESSIONAL GOLFERS' ASSOCIATION CHAMPIONSHIP TOURNAMENT TO BE TELECAST BY NBC

The windup of the ninth annual Ladies Professional Golfers' Association Championship at the Stardust Golf Club in Las Vegas, Nev., will be televised by the NBC-TV Network Sunday, Oct. 13 from 4 to 5:30 p.m. NYT, it was announced today by Tom S. Gallery, NBC Director of Sports.

This will be the first time that the nation's top women golfers are appearing in tournament competition on a network telecast.

Close to 50 distaff professionals will be in the field for the four-day tournament starting Oct. 10. They will compete for \$15,000 in prize money.

Judy Kimball will defend the title she won last year with a score of 282, a new record for the tournament. Other leading contenders will include Mickey Wright, winner of the LPGA crown in 1958, 1960 and 1961, and the top money-winner on the ladies golf circuit last year; three other former titleholders -- Betsy Rawls (1959), Louise Suggs (1957) and Marlene Hagge (1956); Patty Berg, Mary Lena Faulk, Jackie Pung and Marilynn Smith.

The LPGA Championship also was played at the Stardust course in 1961 and 1962.

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BILL LEYDEN, HOST OF NBC-TV'S "YOUR FIRST IMPRESSION,"

APPEARS IN HARTFORD, CONN., BACK-TO-SCHOOL PARADE

Bill Leyden, host of NBC-TV's "Your First Impression" daytime color program, appeared in Hartford, Conn., today in the Sixth Annual Back-to-School Parade sponsored by the Retail Trade Bureau of the Greater Hartford Chamber of Commerce.

Leyden was invited to participate in the parade by Howard Wry, Promotion Manager for WHNB-TV, the NBC-TV affiliated station in Hartford. Wry extended the invitation to Leyden last March when Wry was in Hollywood as a result of winning the top NBC Promotion Managers Award. Arrangements for Leyden's appearance were made by the NBC Promotion Department.

After the parade this morning, Leyden was the guest of honor at a press luncheon. In the afternoon he appeared on the "Harvey Olsen Show" at 1:30 p.m. on WHNB-TV (Channel 30).

Leyden was extended the official greetings of Hartford by Mayor William Glynn and City Manager Elisha Friedman.

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NBC-New York, 8/14/63

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NBC TRADE NEWS

August 15, 1963

PRECEDENT-SETTING 90-MINUTE WEEKLY COMEDY SERIES, '90 BRISTOL COURT,'
BEING DEVELOPED WITH REVUE PRODUCTIONS FOR NBC-TV'S 1964-65 SEASON

A precedent-setting 90-minute weekly comedy series, "90 Bristol Court," is under joint development with Revue Productions for the 1964-65 season on NBC-TV, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

Each episode will consist of three 30-minute situation comedies, each complete in itself but intertwined with the other two through a common locale -- a bungalow court in California. Three of the families residing at "90 Bristol Court" will be the stars of the series, which has been in development for more than a year.

The court itself is located on the Los Angeles-Beverly Hills line and consists of eight bungalows and a large swimming pool. Since the action will be centered in and around the court, situations involving one family in the lives of the others will constantly arise.

Recurring events from one segment to the others -- visits from a door-to-door salesman, complaints about lack of water in the swimming pool, or the establishment of a tenants' committee -- will tie together the very different lives of the residents at "90 Bristol Court."

Writer-producer Joseph Connolly, whose broadcasting credits range from "Amos 'n' Andy" to "Leave It to Beaver," will serve as executive producer for the series.

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NBC COLOR TELEVISION NEWS



August 15, 1963

'APOLLO--THE LUNAR MISSION'

ALL 16 U.S. ASTRONAUTS TO TAKE PART IN NBC NEWS SPECIAL OFFERING
FIRST COMPREHENSIVE TV REPORT ON MANNED MOON MISSION

All 16 U. S. astronauts will take part in an NBC News special, the first comprehensive TV report on the manned moon mission the United States expects to launch before 1970.

The hour-long color program, titled "Apollo -- The Lunar Mission," and prepared with the full cooperation of the National Aeronautics and Space Administration, is scheduled on the NBC-TV Network on Tuesday, Oct. 1 (10 to 11 p.m. EDT). The program is being produced and directed by James Kitchell of NBC News.

NBC News' Merrill Mueller will be anchorman, with Roy Neal, NBC News' aero-space correspondent, discussing with the astronauts their roles in the mission, officially designated Project Apollo. All phases of Apollo will be covered, with extensive color film footage highlighting work already under way.

Alan B. Shepard Jr., the first U. S. man in space, will explain the objectives of the project, highlighting a sequence of still-pictures-in-motion of artists' concepts of what will happen to the vehicle from blast-off to moon landing.

(more)

"Apollo -- The Lunar Mission" will define the reasons behind the project, identify the people and agencies involved, and describe Project Apollo, the mission for which it has been estimated approximately \$40 billion will be spent in the next five years.

The color film sequences will include rocket engine tests at Edwards Air Force Base, first detailed photographs of the interior of the capsule itself, designs for the Lunar Excursion Module (to which the astronauts now refer as "The Bug") which will take those on the mission from the moon-orbiting capsule to explore the lunar surface, and visits to the 85,000-acre site in Mississippi being converted for static-firing of the rocket's boosters and to the launching site at Cape Canaveral.

Astronaut L. Gordon Cooper will discuss Project Gemini, the next U. S. space venture, and how it will relate to the later lunar mission; Walter M. Schirra Jr. will describe some of the special aspects of astronaut training for Apollo.

The other astronauts who will appear include John H. Glenn Jr., Virgil I. Grissom, M. Scott Carpenter and Donald K. Slayton, who with Cooper, Shepard and Schirra comprise the original Project Mercury astronauts. The new group of space men are Edward H. White II, James A. McDivitt, John W. Young, Elliot M. See Jr., Charles Conrad Jr., Frank Borman, Neil A. Armstrong, Thomas P. Stafford and James A. Lovell Jr.

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NBC-New York, 8/15/63

NBC TELEVISION NETWORK NEWS

"CONNIE STATUETTE, REPLICA OF RODIN'S "THE THINKER," WILL GO
TO WINNER OF CHAMPIONS' TOURNAMENT ON "CONCENTRATION"

There are statuettes named Oscar and Emmy -- now comes
one called Connie.

Connie, a 12-inch-high replica of Rodin's "The Thinker,"
will be awarded by "Concentration" host Hugh Downs to the winner of
the "Challenge of Champions" tournament starting on the NBC-TV game
show Friday, Sept. 6 (11:30 a.m. to 12 noon EDT).

The tournament, matching the four top winners in the
five-year history of "Concentration," continues on the Monday, Sept. 9
show when "Concentration" moves to a new time period (11 to 11:30 a.m.
EDT). The contest will run through the week of Sept. 9 until the
show's "Champion of Champions" is crowned.

The bronze-dipped Connie statuette is mounted on a teak-
wood base which bears a plaque stating: "1963 Winner, Concentration's
Challenge of Champions." The tournament winner also will get an
around-the-world trip for two as the grand prize.

Contestants in the "Challenge of Champions," as pre-
viously announced, are Mrs. Nettie Pollack (winner of 20 straight
games), Ralph Branca (17), Arthur Levine (16) and Joe Orlando (15).
The first-round pairings will be announced by producer Norm Blumenthal
next week.

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NBC-New York, 8/15/63

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NBC TRADE NEWS

MORE THAN 500,000 ORDERS RECEIVED FOR 'STARTIME

NBC-TV SOUVENIR MAGAZINE PREVIEWING NEW SEASON

FOR RELEASE MONDAY A.M., AUG. 19

The National Broadcasting Company has received more than 500,000 orders for STARTIME, NBC-TV's colorful souvenir magazine previewing the network's 1963-64 schedule.

STARTIME is a 40-page, full-size (10½" by 12 3/4"), glossy-paper, magazine. It takes readers behind the scenes of NBC-TV's 1963-64 program schedule by means of exclusive photographs, 45 in color and 175 in black and white, and over 12,000 words which comprise the specially written feature stories and detailed text which describe the new season.

The network's Fall advertising for the 1963-64 season has been developed around the souvenir magazine. STARTIME is offered to viewers for 25 cents, which is less than the cost of production and distribution, in the closing seconds of a series of one-minute on-the-air promotional films which describe the coming season.

The concept of STARTIME is that of Lawrence K. Grossman, Director, Advertising Department, NBC. The purpose of the magazine was to develop a new and unique manner in which to introduce NBC-TV's 1963-64 season to the public, and to utilize the unmatched power of television to obtain the optimum response.

Work on the magazine began in March. In July the plates for all 40 pages and the front and back covers were completed. The

magazine was printed on the McCall's Magazine presses, in Dayton, Ohio, and is being distributed through the Look Magazine subscription center in Des Moines, Iowa.

The introduction to STARTIME is by Walter D. Scott, Executive Vice President in charge of the NBC Television Network, and in it he points out: "We take modest pride, certainly, in noting that the past season brought NBC more Emmy, Peabody, TV Guide and other major awards than both of our network competitors combined. These honors have capped our endeavors to make NBC Television reflect the energy, variety and idealism of America in all its diverse richness, from the comic to the profound...We hope you'll enjoy this guide to our fifteenth and finest season."

STARTIME was designed by John Graham, Art Director, NBC Advertising Department. The editorial content was under the supervision of Mr. Grossman and David Bellin, Manager, Special Projects, NBC Advertising Department. Gerald E. Rowe, Manager, Audience Advertising and Promotion, produced the on-the-air promotional films relating to STARTIME.

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NBC-New York, 8/16/63

NBC COLOR TELEVISION NEWS



'THE RESTLESS SEA'--IN COLOR

- - -

Bell System Science Series to Offer New Production on NBC-TV

FOR RELEASE MONDAY A.M., AUG. 19

"The Restless Sea," a new production of the "Bell System Science Series," will be presented in color on NBC-TV Friday, Jan. 24 (7:30-8:30 p.m. EST). The one-hour special science program, on the subject of oceanography, was produced for the series by Walt Disney Productions under supervision of the program's science advisory board.

"The Restless Sea" is a wide-ranging report on the vast waters that cover almost three quarters of the earth's surface. In filmed and animated sequences, the program follows the fascinating work of oceanographers in searching out the complex and interwoven relationships of nature in the sea. The program also shows many applications of biology, physics, geology, chemistry, meteorology and engineering to the study of marine phenomena.

Filmed action from above and below the sea reveals hurricanes, mountainous waves and movements of the sea. Microscopic plants and the largest mammals are shown in their natural habitats in the sea. Modern instruments that enable scientists to study the bottom of the sea and even to bore into the earth beneath are seen in action.
(more)

Diagrammatic representation and animated sequences illustrate the movements of tides and currents, the composition of sea water, the topography of the ocean floors with its great seamounts, sunken islands and submarine canyons and trenches. The only "character" that appears in the program is a drop of water, characterized by Walt Disney cartoonists. A catchy jingle is sung by a male chorus, accompanying actions of the cartoon character.

In shots of exceptional beauty, the film shows marine life in its amazing variety, both near the surface and on the ocean floors in near freezing temperatures where there is almost no light. Layers of the sediment on the ocean's bottom are extracted, and the film demonstrates how science analyzes this material, which might represent a million years of falling sediment.

Recent developments in the tools of oceanography will be seen, including the remarkable Flip Ship, which stands on its end to allow for a more stable platform on which the scientists work. Underwater television cameras, salt-water conversion plants and ocean oil-drilling are among the developments explained in the program.

"The Restless Sea," produced for the Bell System, the program's sponsor, was written by William Bosche, with Ken Peterson as associate producer and Les Clark as director. This is the ninth production of the "Bell System Science Series," which has won the Emmy and other major awards.

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NBC-New York, 8/16/63

NBC TELEVISION NETWORK NEWS

August 16, 1963

NBC NEWS TO PRESENT THREE SPECIAL PROGRAMS

COVERING CIVIL RIGHTS MARCH IN WASHINGTON

NBC News will present three special NBC-TV Network programs covering the civil rights march to Washington on Wednesday, Aug. 28 -- at 2-2:25 p.m., 4:30-5 p.m. and 11:15 p.m.-12 midnight EDT.

NBC News will have seven cameras along the line of march -- at the head of the parade scheduled to get under way at noon; at 17th Street and Constitution Avenue; at the Federal Reserve Bank on Constitution Avenue; two at the corner of Henry Bacon and Constitution, where the marchers turn towards the Lincoln Memorial, and two more at the White House.

The demonstration is being sponsored by leaders of major civil rights groups. The marchers are scheduled to assemble at the Washington Monument at approximately 10 a.m. The leaders are expected to confer with President Kennedy at the White House at 11 a.m. A formal program is being planned to start around 2 p.m. at the Lincoln Memorial.

The three-network pool will provide at least 22 live cameras throughout Washington for the coverage.

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CHAIRMAN OF NIGERIAN BROADCASTING CORPORATION
VISITING NBC INTERNATIONAL IN NEW YORK

Dr. J. T. Ayorinde, Chairman of the Nigerian Broadcasting Corporation, arrived in New York Aug. 15 for a series of conferences with George A. Graham Jr., Vice President, NBC Enterprises Division, and Joseph M. Klein, Director, International Enterprises.

The talks concern NBC International's continuing association with the development of television services in Nigeria. NBI today has 17 representatives in Lagos, where TV service was instituted in April, 1962.

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NBC-New York, 8/16/63

FUNERAL SERVICES FOR CLIFFORD ODETS HELD IN CALIFORNIA

Playwright Was Head Writer and Editor-in-Chief of 'Richard Boone Show'

Funeral services were held today (Aug. 16) in the Little Church of the Flowers, Forest Lawn Memorial Park, Glendale, Calif., for playwright Clifford Odets, who died Aug. 14 in Cedars of Lebanon Hospital, Los Angeles. He was 57.

Odets was author of a long list of successful stage plays, including "Awake and Sing," "Waiting for Lefty," "Golden Boy," "The Big Knife," "The Country Girl," "The Flowering Peach," "'Til the Day I Die," "Rocket to the Moon" and "Clash by Night." He also wrote screenplays for his own "Golden Boy," "The Country Girl" and "The Big Knife" and screen adaptations for "None But the Lonely Heart," "Deadline at Dawn," "Humoresque" and "Sweet Smell of Success."

Odets entered television this year as head writer and editor-in-chief of "The Richard Boone Show" on the NBC-TV Network's 1963-64 schedule.

Odets worked in a supervisory capacity on some 30 scripts for the series. He planned to write one-third of the plays and had written two original teleplays before he was hospitalized three weeks ago. The dramas, "Big Mitch" and "Mafia Man," will star Boone.

Boone said: "The loss of Clifford Odets is not the loss of one show but it is the loss of the entire world of the theatre. One of the greatest privileges of my life was to have been associated with him. Wherever our work takes us, his impact, passion and talent will always be present in everything we do."

Series producer Buck Houghton said: "I have a sharp feeling of personal loss and am regretfully aware of the greater loss in Mr. Odets' death to the general public. He was switching his considerable

(more)

talents to television for the first time, and better than most people, I knew how meaningful that was going to be in the years ahead. Clifford had a great optimism about the human situation and a dedication to quality work that has pervaded the efforts of all things about him in the planning and execution of this show. I knew Mr. Odets for only seven months and that wasn't nearly enough."

A native of Philadelphia, Odets was raised in The Bronx, New York, and moved to Hollywood in the late 1930's. He was married in 1943 to Bette Grayson, who died in 1954, and is survived by two children, Nora, 17, and Walt Whitman Odets, 16.

Before entering the hospital, Odets appointed Bill Gordon acting editor-in-chief of "The Richard Boone Show." Gordon, who has been active in radio, television and motion pictures as writer and director, will continue as editor-in-chief.

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NBC-New York, 8/16/63

NBC TELEVISION NETWORK NEWS

August 16, 1963

NBC SPORTS COMPREHENSIVE SCHEDULE FOR 1963-64

Baseball, football and golf highlight the extensive sports schedule on the NBC Television Network during the 1963-64 season.

The lineup of NBC-TV sportscasts, as announced by NBC Director of Sports Tom S. Gallery, features:

Championship events in at least five sports, including the World Series, the nation's number one sports attraction, and its football counterpart, the National Football League Championship Game.

Eight post-season football games, including the number one bowl classic, the Rose Bowl Game.

The first network telecast of a ladies golf tournament plus an increase in the number of major golf tournaments on the TV schedule and the return of "Shell's Wonderful World of Golf" color series.

A new 90-minute series of "NBC Sports Special" programs starring sportscaster Bud Palmer as host and featuring championship competition in a variety of sports.

And looking ahead beyond the 1963-64 TV season, NBC-TV has exclusive television rights in the United States to the 1964 Summer Olympic Games in Tokyo, starting in October.

The World Series in October will be covered by NBC-TV for the 17th consecutive year, and the NFL title game in December for the ninth year in a row.

(more)

Other championship events coming up on NBC-TV are the National Singles Tennis Championships (12th straight year on NBC-TV) and World Series of Golf (second straight year) in September, the Ladies Professional Golfers' Association Championship in October, college basketball's National Invitation Tournament championship game in March (sixth straight year), and golf's number one classic -- the National Open Championship -- in June (11th straight year).

The Ladies PGA event on Sunday, Oct. 13, will be the first time that the nation's top women golfers will appear in tournament competition on a coast-to-coast telecast.

NBC-TV's post-season football lineup includes the two favorite New Year's Day bowl games, the Rose Bowl (13th straight year) and Sugar Bowl (seventh straight). Other post-season gridiron attractions will be the Blue-Gray Game (10th straight), East-West Shrine Game (ninth straight), Senior Bowl and Pro Bowl games (seventh straight) and Liberty Bowl Game (fifth straight).

Other highlights of the schedule include baseball's annual All-Star Game, to be televised next July for the 15th consecutive year, the Bing Crosby Pro-Amateur Golf Tournament on two dates in January (on NBC-TV for the first time) and golf's Tournament of Champions (eighth straight year on NBC-TV) tentatively slated for the May 9-10 weekend. Other golf telecasts are expected to be added to the schedule. On many days during the year, NBC-TV will present sports doubleheaders.

(more)

The current "Major League Baseball" telecasts continue on Saturdays and Sundays through the Sept. 28-29 weekend. They will resume next April when the baseball season rolls around again.

During the coming football season, NBC-TV again will present "NFL Highlights," filmed highlights of the previous Sunday's National Football League games, on Saturdays (5-5:30 p.m. NYT) from Sept. 21 through Dec. 21.

The "NBC Sports Special" shows starring Bud Palmer will be a Saturday (4:30-6 p.m. NYT) feature on NBC-TV for 12 weeks between Jan. 11 and April 4. Among the sports being considered for the live and taped series are championship events in track and field, skiing, swimming, basketball, handball, wrestling, figure-skating, skeet-shooting, bob-sledding, billiards and sports car racing, plus horse racing, bowling, tennis, fishing, Golden Gloves boxing, dog show and rodeo events. Two or three different events usually will be presented on each program.

"Shell's Wonderful World of Golf," with Gene Sarazen as host and commentator, also tees off in January, starting an 11-week run as a Sunday series on Jan. 19 (4-5 p.m. NYT). The golf show, filmed in color, pits outstanding American professionals against leading foreign golfers on some of the world's most famous courses. For the first time, women golfers will compete in one of the matches -- Mickey Wright of the U. S. against Brigitte Varangot of France. Also due to appear in other matches are Julius Boros, 1963 U. S. Open champion, and Bob Charles, British Open titleholder.

In addition to "Shell's Wonderful World of Golf," NBC-TV sportscasts planned to be televised in color include the World Series of Golf, baseball's World Series, four bowl games -- Rose, Sugar, Liberty and Pro, and All-Star Baseball Game.

* * *

(more)

SCHEDULE OF SPORTS EVENTS ON NBC-TV IN 1963-64 SEASON

The schedule of NBC-TV sportscasts from September, 1963, through July, 1964, follows (some dates tentative):

- | | | |
|---|----|---|
| Saturday, Sept. 7 | -- | Semi-final round of 83rd annual National Singles Tennis Championships at West Side Tennis Club, Forest Hills, N. Y. |
| Saturday, Sept. 7 | -- | First-round action in second annual World Series of Golf at Firestone Country Club, Akron, Ohio (color). |
| Sunday, Sept. 8 | -- | Final round of National Singles Tennis tourney at Forest Hills. |
| Sunday, Sept. 8 | -- | Final holes of World Series of Golf at Akron (color) |
| Saturday, Sept. 21 | -- | Start of "NFL Highlights," 14-week series of filmed highlights of previous Sunday's National Football League games. |
| Saturday, Sept. 28
and
Sunday, Sept. 29 | -- | Final weekend of 1963 "Major League Baseball" telecasts. |
| Wednesday, Oct. 2 | -- | First game of World Series in park of American League pennant-winner. Entire series will be televised (color). |
| Sunday, Oct. 13 | -- | Windup of Ladies Professional Golfers' Association Championship at Stardust Golf Club, Las Vegas, Nev. |
| Saturday, Dec. 21 | -- | Fifth annual Liberty Bowl Game at Philadelphia Stadium (color) |
| Saturday, Dec. 28 | -- | 26th annual Blue-Gray all-star game at Cramton Bowl, Montgomery, Ala. |
- (more)

5 - Sports

Saturday, Dec. 28

-- 39th annual East-West Shrine Game at Kezar Stadium, San Francisco.

Sunday, Dec. 29

-- 31st annual National Football League Championship Game in park of Western Conference titleholder.

Wednesday, Jan. 1

-- 30th annual Sugar Bowl Game at New Orleans (color).

Wednesday, Jan. 1

-- 50th annual Rose Bowl Game at Pasadena, Calif. (color).

Saturday, Jan. 4

-- 15th annual Senior Bowl Game at Ladd Memorial Stadium, Mobile, Ala.

Saturday, Jan. 11

-- Start of "NBC Sports Special," 12-week series of 90-minute shows featuring championship competition in a variety of sports, with Bud Palmer as host.

Sunday, Jan. 12

-- 14th annual Pro Bowl Game of the National Football League, at Los Angeles Coliseum (color).

Saturday, Jan. 18

-- Third-round action in 23rd Bing Crosby Pro-Amateur Golf Tournament at Pebble Beach Golf Club in California.

Sunday, Jan. 19

-- Windup of Crosby Golf tourney at Pebble Beach.

Sunday, Jan. 19

-- Start of "Shell's Wonderful World of Golf," filmed series of international golf matches, with Gene Sarazen as host. (COLOR).

Saturdays, March 14
and 21

-- National Invitation Tournament at Madison Square Garden, New York. Early-round game on March 14, championship game on March 21.
(more)

6 - Sports

- Saturday, April 11
and
Sunday, April 12
- Saturday, May 9
- Sunday, May 10
- Saturday, June 20
- Tuesday, July 7
- First weekend of 1964 "Major League
Baseball" telecasts.
- Third-round action in 12th annual Tourna-
ment of Champions golf classic at Desert
Inn Country Club, Las Vegas, Nev.
- Windup of Tournament of Champions at Las
Vegas.
- Windup of 64th annual National Open Golf
Championship at Congressional Country Club,
Washington, D. C.
- 35th All-Star Baseball Game.

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NBC-New York, 8/16/63

NBC TRADE NEWS

August 19, 1963

DEAN BEHREND APPOINTED MANAGER, SALES PROPOSALS,
SALES PLANNING DEPARTMENT, NBC-TV NETWORK

Dean Behrend has been appointed Manager, Sales Proposals, Sales Planning Department, NBC Television Network, it was announced today by Ray Eichmann, Director of Client Presentations and Sales Promotion, NBC Television Network.

Mr. Behrend succeeds Ronald J. Pollock who has resigned.

Mr. Behrend has been Administrator, Client Presentations, Sales Planning Department, since he joined NBC in November, 1961. Before that, from 1959 to 1961, he was Supervisor of Sales Development for WCBS-TV in New York City and, from 1957 to 1959, he was Sales Presentation Writer for station WPIX in New York City.

From 1955 to 1957 Mr. Behrend was with the advertising agency of Dancer-Fitzgerald-Sample, New York, as Senior Media Research Analyst and Time Buyer.

Mr. Behrend is a graduate of Washington and Jefferson College, Washington, Pa. He is married to the former Sandra Klein of West Orange, N.J. They reside in Franklin Park, N.J., with their three children, Julie, Douglas and Richard.

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NBC'S MIMI HOFFMEIER IS ONE OF 12 NEW TRUSTEES ON BOARD
OF THE AMERICAN WOMEN IN RADIO AND TELEVISION

Mimi Hoffmeier, Manager, Program Analysis, National Broadcasting Company is one of 12 new trustees who have assumed office on the Board of the American Women in Radio and Television (AWRT) Educational Foundation.

Miss Hoffmeier was co-chairman of the recently concluded and successful International Project I of the Education Foundation of AWRT which, in cooperation with the Department of State, provided three foreign women broadcasters an opportunity to observe a cross section of broadcasting in the United States. The three broadcasters were from Cyprus, Korea and Norway.

American Women in Radio and Television is a non-profit organization whose 1,600 members are professionally engaged in broadcasting and allied fields. The Education Foundation began in 1960. The Board will hold its next meeting on Sept. 7 in New York City.

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NBC-New York, 8/19/63

NBC COLOR TELEVISION NEWS



August 19, 1963

'MONDAY NIGHT AT THE MOVIES' TO OFFER 30 MAJOR FILMS
(MOST IN COLOR) WITH TOP STARS OF PAST DECADE

"Monday Night at the Movies" -- an overnight audience sensation on NBC-TV last season -- returns Sept. 16 (7:30-9:30 p.m. NYT) with a new package of 30 attractions, most of them in color.

Rated nationally as one of the country's most popular prime-time attractions, "Monday Night at the Movies" will present feature films produced during the 1950 to 1960 period by 20th Century-Fox and Metro-Goldwyn-Mayer, headlining virtually every top Hollywood star of the past decade. The M-G-M package represents the first ever released by that firm for network television.

"Fine motion pictures of recent vintage like these -- in color, and never before exhibited on television -- represent desirable programming," said Walter D. Scott, Executive Vice President in charge of the NBC Television Network, adding:

"They give viewers in their homes the opportunity to enjoy major productions reflecting great creative resources and talents.

"The most dramatic evidence of this appeal was the unprecedented shift in Monday night audience when NBC presented its first Monday night movie on Feb. 4, 1963. In one week, from Jan. 28

to Feb. 4, six million more homes tuned in to NBC-TV between 7:30 and 9:30 p.m., an increase in audience share of 130 per cent."

The selections for "Monday Night at the Movies" will be made from such top films as:

"Love Is a Many Splendored Thing" -- William Holden and Jennifer Jones.

"David and Bathsheba" -- Raymond Massey, Gregory Peck and Susan Hayward.

"Executive Suite" -- William Holden and June Allyson.

"Wreck of the Mary Deare" -- Gary Cooper and Charlton Heston.

"The Mating Game" -- Debbie Reynolds, Tony Randall and Paul Douglas.

"Rains of Ranchipur" -- Lana Turner and Richard Burton.

"Good Morning, Miss Dove" -- Jennifer Jones.

"Father of the Bride" -- Spencer Tracy, Elizabeth Taylor and Joan Bennett.

"White Feather" -- Robert Wagner, Jeffrey Hunter and Debra Paget.

"The Reluctant Debutante" -- Rex Harrison.

"Singing in the Rain" -- Gene Kelly, Debbie Reynolds, Donald O'Connor and Cyd Charisse.

"The Power and the Prize" -- Robert Taylor.

"House of Bamboo" -- Robert Ryan and Robert Stack.

"The Lost World" -- Claude Rains.

(more)

3 - 'Monday Night at the Movies'

"The Deep Blue Sea" -- Kenneth More and Vivien Leigh.

"The Light Touch" -- Stewart Granger and Pier Angeli.

"Seven Cities of Gold" -- Anthony Quinn and Richard Egan.

"Never Let Me Go" -- Clark Gable and Gene Tierney.

"The Racers" -- Kirk Douglas.

"Treasure of the Golden Condor" -- Cornel Wilde and Constance
Smith.

"The Merry Widow" -- Lana Turner.

"Man on Fire" -- Bing Crosby and Inger Stevens.

"Action of the Tiger" -- Van Johnson.

"Fourteen Hours" -- Paul Douglas and Barbara Bel Geddes.

"The Naked Spur" -- James Stewart and Janet Leigh.

"The 39 Steps" -- Kenneth More.

"Until They Sail" -- Paul Newman and Jean Simmons.

"Prince of Players" -- Richard Burton and Raymond Massey.

"The Safecracker" -- Ray Milland.

"The Virgin Queen" -- Bette Davis, Richard Todd and Joan
Collins.

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NBC-New York, 8/19/63

NBC TELEVISION NETWORK NEWS

August 19, 1963

'HOLLYWOOD AND THE STARS' TO PRESENT

- - -
Film Capital Vignettes on NBC-TV

Hollywood, one of the world's most datelined and headlined cities, though some argue it is more a state of mind, will be the focal point of a series titled "Hollywood and the Stars," to be presented on NBC-TV Mondays (9:30-10 p.m. NYT) starting Sept. 30. Joseph Cotten will be host of the weekly programs.

David L. Wolper, one of television's outstanding documentary producers, will be executive producer. Jack Haley, Jr. will be the producer and Mel Stuart, Marshall Flaum, Alan Landsberg and Al Ramus will write and direct individual episodes. Noted composer Elmer Bernstein will score each "story" and will be musical director of the series.

The specials will cover every facet of the "state of mind" that is Hollywood. Generally, the programs will fall into one of six major categories: Life stories of individual stars, successful film cycles (Westerns, gangsters, musicals), the great movie makers, star types (the "love goddesses," great lovers, comedians), closeups of movies-in-the-making and human interest features.

In presenting the portrait of Hollywood past and present, Wolper will draw upon his own extensive library, the film libraries of major studios for clips of their most famous stars and movies, newsreels and privately owned film and photo collections for glimpses at stars' off-screen lives, specially filmed footage of movies in production and for closeups of the movie colony's biggest names at work and play.

(more)

2 - 'Hollywood and the Stars'

As executive producer of his own company, Wolper has amassed an impressive list of credits which includes, "Hollywood: the Golden Years," "Hollywood: The Fabulous Era," "Hollywood: The Great Stars," "D-Day," "Race for Space" and the syndicated series "Biography" and "Story of a ..."

Haley was producer of the first 39 "Biography" programs and acted as producer, director or both for "Hollywood: The Golden Years," "Hollywood: the Great Stars," "Project: Man in Space" and as associate producer for "Race for Space."

Stuart, Flaum, Landsberg and Ramrus have all been associated with Wolper in his past TV ventures. Bernstein's credits include scores for "To Kill a Mockingbird," "Walk on the Wild Side," "The Man With the Golden Arm" and "The Magnificent Seven" -- all of which received Academy Award nominations. He also scored Wolper's first three "Hollywood: ..." specials and "Race for Space."

The new series will be co-sponsored by the Purex Company (through Edward H. Weiss & Co.) and Timex Corp. (through Warwick & Legler, Inc.).

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NBC-New York, 8/16/63

CREDITS FOR 'HOLLYWOOD AND THE STARS' ON NBC-TV

Time: NBC-TV Network, Mondays (9:30-10 p.m. NYT)
starting Sept, 30, 1963

Host: Joseph Cotten

Executive producer: David L. Wolper

Series producer: Jack Haley, Jr.

Format: Series of half-hour documentary
films covering six major categories
of the film industry to include
life stories of individual stars, success-
ful film cycles, great movie makers, star
types and human interest features.

Individual episode
producers, writers and
directors: Mel Stuart, Al Ramrus, Nicolas Noxon, Alan
Landsberg, Marshall Flaum and Irwin Rosten.
All will produce, write and direct
individual shows.

Musical director: Elmer Bernstein

Sponsors (and agencies): The Purex Co. (Edward H. Weiss & Co.), Timex
Corp. (Warwick & Legler, Inc.).

NBC Press Representatives: Doug Gordon, Hollywood; Al Cammann (New
York).

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NBC-New York, 8/19/63

NBC COLOR TELEVISION NEWS



August 19 1963

'SING ALONG WITH MITCH' ENTERING FOURTH SEASON ON NBC-TV

Color Musical Hours Scheduled Monday Nights for 1963-64 Season

"Sing Along With Mitch" will enter its fourth season on the NBC-TV Network Monday, Sept. 23 (10-11 p.m. NYT). The color musical series will be seen on a new day of the week and at a new time. Lest dyed-in-the-wool "Sing Along" fans become panicky, let it be said from the outset that the rich, full-bodied singing of the 25-man Sing Along Gang and the unique conducting style of bearded Mitch Miller will still be the heart of the full-hour show.

"Sing Along with Mitch" will open and close, as in other seasons, with the "Sing Along Segment." Lyrics to the songs will be superimposed on the screen so that barbershop baritones and kitchen contraltos across the land can join the fun. Leslie Uggams still will be on hand each week for solos and, at less frequent intervals, so will soloists Louise O'Brien, Gloria Lambert and Sandy Stewart.

During the coming season, Mitch will continue to have individual members of the Gang double as soloists and members of the chorus. Leading these will be the lyric tenor, Bob McGrath, whose fan mail has tripled and whose fans are now banding into clubs. Other members of the group who have been outstanding soloists during the past season include Bill Ventura, Stan Carlson, Jack Brown, Hubie Hendrie, Phil Olson and Keith Brown. They will be seen in solos during the 1963-64 season, as will many other members of the Gang.

(more)

With singer Andy Love as the "lead" man, a new barbershop quartet called Andy's Dandies will become a feature of the show. The Dixieland band which has been heard on the background of some of the tunes of the Twenties will be brought out in front of the cameras and the 25-man Sing Along Strings will appear from time to time.

Of particular interest to Mitch will be a new feature called "Young America Plays and Sings" in which young professional musicians, recommended by music teachers and schools, will be given an opportunity to perform. Some of the first youngsters to be seen in this segment are the sons of the professional musicians who make up the orchestra for "Sing Along with Mitch."

Another new feature next season will be the appearance of amateur groups as participants in the closing Sing Along segment. Glee clubs, choruses, senior citizens groups and many others will be invited to appear during the course of the season.

The new features will not be seen on a weekly basis, but will be spotted on different Mondays throughout the month. Each week the format of the show will differ slightly, although each show will be built around a single theme. The eight girl dancers will assist in carrying out the theme.

"Sing Along with Mitch" will be produced by Gordon Cotler and directed by Marcia Kuyper Schneider and James Starbuck. Musical arrangements are by Jimmy Carroll.

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NBC-New York, 8/19/63

NBC COLOR TELEVISION NEWS



CREDITS FOR 'SING ALONG WITH MITCH' ON NBC-TV

Time: NBC-TV Network color series, Mondays
(10-11 p.m. NYT) starting Monday,
Sept. 23

Format: Familiar and standard popular songs,
hymns, folk songs and ethnic songs
in settings apropos to the lyrics.
Each show built about a single theme.
Audience participation invited by way
of lyrics superimposed on the TV
screen.

Star: Mitch Miller conductor, host and
creator of the series

Soloists: Leslie Uggams, Louise O'Brien, Gloria
Lambert, Sandy Stewart and others.

Choral groups: The Sing Along Gang

Producer: Gordon Cotler

Directed by Marcia Kuyper Schneider (camera
director) and James Starbuck
(staging director)

Choreography: James Starbuck, assisted by Victor
Griffin

Music arranger and
conductor: Jimmy Carroll

Production designers: Herb Andrews and Don Shirley

Sponsors: Various

Origination: NBC-TV Color Studios, Brooklyn, N.Y.

NBC Press representatives: Betty Lanigan, New York, and Bob Bowen,
Burbank

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NBC-New York, 8/19/63

NBC TRADE NEWS

August 20, 1963

EASTMAN KODAK COMPANY TO SPONSOR NBC-TV 90-MINUTE SPECIAL COLOR HOUR,

"THE WORLD'S GREATEST SHOWMAN," TELLING STORY OF CECIL B. DE MILLE

- - -
Noted Stars, Dramatic Re-Creations and Scenes From

Famous Films Included in Dec. 1 Program

"The World's Greatest Showman," recounting the legend of Cecil B. De Mille and his memorable contribution to motion picture entertainment over almost a half-century, will be produced by M-G-M Television as a 90-minute color presentation on NBC-TV Sunday, Dec. 1 (8:30-10 p.m. EST), Mort Werner, Vice President, Programs, NBC Television Network, announced.

"The World's Greatest Showman" will be sponsored by Eastman Kodak Company through its agency, J. Walter Thompson Company.

Charlton Heston, a star of three of De Mille's most successful motion pictures, will appear personally on camera, and will be joined by a roster of distinguished film stars to include Anthony Quinn, Betty Hutton, and many others to be announced. A special appearance will also be made by the Rev. Dr. Billy Graham.

Presented in cooperation with Paramount Pictures and the Cecil B. De Mille Trust, the TV special will be filmed in color next month in Hollywood with Stanley Roberts and Henry Wilcoxon as producers.

(more)

Roberts has written the script, which will include original dramatic re-creations of scenes from De Mille films and the De Mille era.

De Mille (1881-1959), honored by his fellow workers with the Irving G. Thalberg award and numerous Academy Awards, has been acclaimed as one of the most successful producer-directors in film history. His name became synonymous with motion picture spectacle and his films sold over four billion tickets at the box-office.

"The World's Greatest Showman" is being planned on the same scale that characterized the movie pioneer's film extravaganzas.

In addition to original dramatic sequences, "The World's Greatest Showman" will highlight full scenes from "The Ten Commandments," "Samson and Delilah," "The Buccaneer" and "The Greatest Show on Earth" -- De Mille films which have never previously been shown in whole or part on network television -- and also from "Sunset Boulevard." The latter shows De Mille in his only appearance as an actor, in scenes with William Holden and Gloria Swanson.

Scenes from other acclaimed De Mille pictures will be taken from his silent films: "The Little American" starring Mary Pickford; "The Cheat" starring Fanny Ward and Sessue Hayakawa; "Feet of Clay" starring Vera Reynolds, Rod LaRocque and Ricardo Cortez; "Male and Female" starring Gloria Swanson and Thomas Meighan, and "Manslaughter" starring Leatrice Joy and Meighan. Also to be shown are scenes from the original "King of Kings," the most widely seen picture in history, and the original "The Ten Commandments," first of the Biblical spectacles.

Voices of many acting greats will be heard from "Lux Radio Theatre" shows produced by De Mille for the National Broadcasting Company.

(more)

These will be selected from such stars as Wallace Berry, Claudette Colbert, Joan Crawford, Clark Gable, Katharine Hepburn, Fred MacMurray, Spencer Tracy and Loretta Young.

Film from the personal library of De Mille will show other highlights of his life: his accomplishments as owner and developer of Mercury Aviation, first commercial airline in the U. S., as leader of the Hollywood Bond Drive during World War II, and as designer of military uniforms for cadets at the United States Air Force Academy.

(EDITORS' NOTES: "The World's Greatest Showman" will preempt "Grindl" and "Bonanza" on NBC-TV Sunday, Dec. 1. Charlton Heston will also star as Thomas Jefferson in a 90-minute, color presentation of Sidney Kingsley's "The Patriots" on NBC-TV's "Hallmark Hall of Fame" Friday, Nov. 15 from 9:30 to 11 p.m. EST).

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NBC-New York, 8/20/63

NBC TRADE NEWS

August 20, 1963

TIMEX TO SPONSOR FULL-HOUR SPECIAL WITH BIG ROSTER OF TOP STARS
IN SALUTE TO WINNERS OF GRAMMY AWARDS FOR PHONOGRAPH RECORDINGS

Bob Hope, Bing Crosby, Frank Sinatra, Sammy Davis Jr. and Dean Martin are among the headliners in the largest group of top recording stars ever to appear together on a single one-hour special show to be telecast on NBC Sunday, Nov. 24 (10 p.m. EST). Announcement of the program was made today by Mort Werner, Vice President, Programs, NBC Television Network.

The full-hour TV special, will be presented under the auspices of the National Academy of Recording Arts and Sciences, which will salute the recording industry by presenting some of its leading entertainers in this first annual television program. More than 20 headliners, including the above named stars, will be on the telecast.

The special hour will be sponsored by Timex through the Warwick & Legler Inc. advertising agency. Ted Bergmann will be executive producer of the special show, which will be packaged by his organization, Charter Producers Corporation, in association with NBC.

(more)

The National Academy of Recording Arts and Sciences (NARAS) each year bestows Grammys, the most coveted award in the field of recording, for outstanding artistic performance on records. However, no awards will be made on this NARAS initial TV show, which, according to Bergmann, will offer an entertainment program presenting Grammy-winning performances of this and earlier years.

Bob Hope, who starts his 26th year as an NBC personality next season, has several hit records to his credit. During 1963 64 he will expand his NBC-TV activities as host of the new Chrysler weekly dramas and as star in a series of special shows all to be telecast on NBC-TV Fridays (8:30-9:30 p.m. NYT). Dean Martin is one of the guests on the first of Hope's special shows which will inaugurate the new Chrysler series Sept. 27.

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NBC-New York, 8/20/63

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

August 20, 1963

ROBERT W. SARNOFF TO SPEAK BEFORE PROFESSIONAL LEADERS
OF BOY SCOUTS AT UNIVERSITY OF ILLINOIS CONFERENCE

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, will speak before 3,500 professional leaders of the Boy Scouts of America at their 12th National Training Conference being held Aug. 29 to Sept. 4 at the University of Illinois, Champaign-Urbana, Ill.

Mr. Sarnoff will also be the guest panelist Aug. 30 at the conference forum meeting on "Business, Industry and Communication." The topic of discussion is "Facing the Challenge of the Changing Times."

The National Training Conference is held every four years. Scout professionals from all parts of the country are to receive vital information on how to bring Scouting to more boys. The men attend over 100 workshops and discussion groups under the leadership of Joseph A. Brunton Jr., Chief Scout Executive, and members of the organization's professional staff.

Mr. Sarnoff has served Scouting in New York City for a number of years. He is presently a Vice President of the Greater New York Councils. In 1961 he was general chairman for the Boy Scouts Exposition and recently was presented the Silver Beaver Award for distinguished service to boys.

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NBC-TV NETWORK PROGRAM

KHRUSHCHEV'S ARRIVAL IN BELGRADE QUICKLY SEEN
ON NBC'S "TODAY" VIA SATELLITE TRANSMISSION

Television coverage of Soviet Premier Khrushchev's arrival in Belgrade this morning, transmitted via communications satellite, was seen on NBC-TV's "Today" show within a half-hour of the Soviet leader's arrival in the Yugoslav capital.

Premier Khrushchev arrived in Belgrade by plane at about 8 a.m. EDT. Television pictures of his reception were fed live by Yugoslav television to Eurovision and transmitted across the Atlantic by the Telstar communications satellite. The video transmission was taped in New York and shown on "Today" at the opening of the program's 8:30 a.m. EDT news segment.

The TV coverage was accompanied by a live audio report from NBC News correspondent Frank Bourgholtzer at the scene.

NBC-New York, 8/20/63

NBC TELEVISION NETWORK NEWS

August 20, 1963

LEADERS AND OPPONENTS OF CIVIL RIGHTS MOVEMENTS AMONG
NATIONAL FIGURES TO PARTICIPATE IN NBC-TV NETWORK'S
THREE-HOUR SPECIAL, "THE AMERICAN REVOLUTION OF '63"

Leaders of civil rights movements, their opponents and critics, and many other national figures representing the different points of view on the many aspects of the civil rights issue will participate in "The American Revolution of '63" Monday, Sept. 2 on the NBC-TV Network (7:30-10:30 p.m. EDT).

These men and women -- spokesmen for Negro organizations, members of Congress, governors, labor leaders, clergymen and experts on the history of the civil rights struggle -- will present their personal observations and opinions on a situation that is reaching a climax this year.

NBC News correspondent Frank McGee will be anchorman of the three-hour comprehensive examination of the civil rights issue, which Robert Northshield and Chet Hagan are co-producing.

The list of participants will include the Call Committee for the March on Washington, popularly referred to as the Negro Big Six: the Rev. Dr. Martin Luther King Jr.; Roy Wilkins, executive secretary of the National Association for the Advancement of Colored People; Whitney Young, executive director of the National Urban League; James Farmer, national director of the Congress of

(more)

2 - Civil Rights

Racial Equality; A. Philip Randolph, international president of the Brotherhood of Sleeping Car Porters and the only Negro vice president of the AFL-CIO, and John Lewis, national chairman of the Student Nonviolent Coordinating Committee.

Public officials will include Governors George C. Wallace of Alabama, Orval Faubus of Arkansas, George Romney of Michigan, Nelson A. Rockefeller of New York and William W. Scranton of Pennsylvania; Senators Barry M. Goldwater of Arizona, Jacob K. Javits of New York and Strom Thurmond of South Carolina; Representative Adam Clayton Powell Jr. of New York; Richard M. Scammon, director of the Bureau of the Census, and George H. Fowler, chairman of the New York State Commission for Human Rights.

Among others taking part will be Malcolm X, a leader of the Black Muslims; William Simmons, executive director of the Citizens' Councils of America; Walter P. Reuther, president of the United Auto Workers; Harry Belafonte; Jackie Robinson; Dorothy Height, president of the National Council of Negro women; James H. Meredith, and Jack Greenberg, director-counsel of the NAACP Legal Defense and Education Fund.

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NBC-New York, 8/20/63

NBC TELEVISION NETWORK NEWS

August 20, 1963

ABOUT 12,000 CHILDREN WERE BORN SAME DAY AS 'CONCENTRATION'

AND 42 PER CENT SENT POSTCARD ENTRIES TO THE TV SERIES

Two of Them to Get 5th Anniversary Prizes Won by Celebrities

The search by NBC-TV's "Concentration" game show for children born on Aug. 25, 1958 -- the day "Concentration" made its debut -- has concluded with a total of 4,990 valid entries.

Approximately 12,000 children were born the same day as "Concentration," according to estimates of the U. S. Department of Health, Education and Welfare.

Producer Norm Blumenthal points out, "We received postcard entries from 42 per cent of the available total -- a fantastic figure which far exceeded our expectations."

Twenty of the cards have been selected at random and those children will receive a variety of games. On "Concentration's" fifth anniversary show Monday, Aug. 26 (11:30 a.m. to 12 noon EDT), NBC-TV stars Mitch Miller and Merv Griffin, joining host Hugh Downs for a special game of "Concentration," will draw two cards from among the 20, and those two youngsters will receive the prizes won by the celebrities.

Following is a list of the 20 children whose postcards will be in the drum from which Miller and Griffin will draw the cards:

Michael Ainsworth of Sacramento, Calif., Frank Arnold of Philadelphia; Katherine M. Bales of Tucson, Ariz.; Janet L. Cokley of Bethpage, N.Y.; Pamela Connett of Peoria, Ill.; Michael C. Coutts of

(more)

Garden City, Mich.; Carolyn K. Davis of Pasadena, Tex.; Mark Filtz of St. Petersburg Beach, Fla.; Arthur L. Guerin of Huntington, N.Y.; David R. Guin of Lompoc, Calif.

Leslie D. Holcomb Jr. of Baytown, Tex., Daniel P. Intfen of Atchinson, Kan.; Valerie M. Johnson of La Puente, Calif.; Howard R. Kelly Jr. of New Orleans; Vickie L. Keltner of Sellersburg, Ind.; Mark A. Lowry of Overland Park, Kan.; Bradley L. McCain of Maryville, Tenn.; Stephen E. Roberts of Cincinnati; John V. Sullivan of Westminster, Md.; Kendra E. Wilkens of Lancaster, N.Y.

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NBC-New York, 8/20/63

NBC TELEVISION NETWORK NEWS

August 20, 1963

RICHARD EGAN STARS IN TITLE ROLE OF 'REDIGO,'
ADVENTURE SERIES SET IN CONTEMPORARY U.S. WEST

Richard Egan will star in "Redigo," a new half-hour filmed dramatic series set in the contemporary American West.

"Redigo," an action-adventure program based on the central character of "Empire" on NBC-TV, will premiere Tuesday, Sept. 24 (8:30 p.m. NYT). Egan will portray Jim Redigo, the role in which he starred on last season's "Empire."

Andy White, one of two producers of "Empire," will produce "Redigo," which will be filmed in Hollywood by Screen Gems in association with the NBC-TV Network.

In the new series, Redigo has left the Garret Ranch to start his own working ranch. Here in the American southwest, his ranch is devoted to sheep cattle, Winter wheat and small timber. Working his own much smaller holding than the vast Garret Ranch, Redigo spends much of his time now in the saddle.

Other principal characters in the weekly half-hour series will be Mike, an exuberant young ranch hand who works for Redigo, played by Roger Davis; Frank Martinez, Redigo's wrangler, played by

(more)

Rudy Solari; and Gerry, manager of the Gran Quivera, a rambling hotel in the town of Mesa. Gerry is in love with Redigo, though he is only fond of her. Gerry is portrayed by Elena Verdugo.

Redigo may not be involved in the big financial deals of the 500,000-acre Garret Ranch, but he is up to his neck trying to make his own ranch pay in its various phases of operation.

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NBC-New York, 8/20/63

CREDITS FOR 'REDIGO' ON NBC-TV

Time: NBC-TV Network, Tuesdays (8:30-9 p.m. NYT), premiering Sept. 24

Format: Contemporary Western adventure series based on the central character of last season's "Empire" series on NBC-TV.

Starring: Richard Egan as Jim Redigo

Cast: Elena Verdugo as Gerry
Rudy Solari as Frank Martinez
Roger Davis as Mike

Producer: Andy White

Directors: Various

Writers: Various

Origination: Filmed by Screen Gems (in association with NBC-TV) in Hollywood, Calif.

Sponsor (and agency): Brown & Williamson Tobacco Corporation
(Post, Keyes & Gardner)

NBC Press representatives: Doug Gordon (Burbank); Leonard Meyers
(New York)

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NBC-New York, 8/20/63

NBC TELEVISION NETWORK NEWS

August 20, 1963

'THE RICHARD BOONE SHOW'--WITH A PERMANENT COMPANY OF 11 PLAYERS--
AND UTILIZING TOP WRITERS AND DIRECTORS--TO BE TUESDAY FEATURE

Filmed television will move into a new dimension with the presentation of "The Richard Boone Show," a full-hour dramatic series on the NBC-TV Network starting Sept. 24 (Tuesdays, 9-10 p.m. NYT) and featuring a permanent company of 11 players.

Boone will be host on each of the programs and will appear in all as an actor, starring in at least half of them. Listed alphabetically, the 10 regular players include Robert Blake, Lloyd Bochner, Laura Devon, June Harding, Bethel Leslie, Harry Morgan, Jeanette Nolan, Ford Rainey, Warren Stevens and Guy Stockwell. The actors will play different roles each week.

One of America's leading dramatists, the late Clifford Odets, helped launch the series as editor-in-chief. He supervised the development of 30 teleplays. He also wrote two original plays, "Big Mitch" and "Mafia Man," which will star Boone. Before entering the hospital, Odets appointed Bill Gordon acting editor-in-chief. Gordon, who will continue as editor-in-chief, has been active as writer and director in radio, television and motion pictures.

Producer of the show will be Buck Houghton, who previously produced Rod Serling's "Twilight Zone" TV series from its inception in 1959. He was also associated with "The Dick Powell Theatre," "Man With a Camera," "Meet McGraw" and other TV series.

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Distinguished talent in other creative areas will be associated with the series, including directors Lewis Milestone, Lamont Johnson, Walter Grauman, Robert Gist and writers Dale Wasserman, Howard Rodman, James W. Poe, E. Jack Neuman, Don M. Mankiewicz and Robert Dozier.

"Each of the writers and directors has been signed on a multiple basis in keeping with the concept of this series," Boone said. "Our group represents television's first permanent repertoire company appearing in prime time during a regular season. This will give continuity to the series and also enable the performers to have an identity as actors rather than as characters.

"We'll become so completely familiar with each other's styles and abilities that everyone should be able to do his best work with each performance.

"Our dramas will all be originals. They will have a contemporary American setting. They will not beat around the bush -- but they will be hopeful, optimistic in tone. First and foremost, we plan to entertain and to reach as large an audience as possible."

The series, a Mark Goodson-Bill Todman production in association with NBC-TV, will be filmed at MGM.

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NBC-New York, 8/20/63

CREDITS FOR 'THE RICHARD BOONE SHOW' ON NBC-TV

Title: "The Richard Boone Show"

Time: NBC-TV Network, Tuesdays (9-10 p.m. NYT)

Premiere Date: Sept. 24, 1963

Host and Star: Richard Boone

Regular Players: Robert Blake, Lloyd Bochner, Laura Devon, June Harding, Bethel Leslie, Harry Morgan, Jeanette Nolan, Ford Rainey, Warren Stevens, Guy Stockwell

Format: Dramatic series with regular company of players portraying different roles every week. Boone will be host on each of the programs, appear in all as an actor, and star in at least half.

Producer: Buck Houghton

Editor-in-chief: Bill Gordon

Writers: Various, including Robert Dozier, Don M. Mankiewicz, E. Jack Neuman, James W. Poe, Howard Rodman, Dale Wasserman

Directors: Various, including Robert Gist, Walter Grauman, Lamont Johnson, Lewis Milestone

Director of Photography: William W. Spencer

Filmed at MGM, Culver City, Calif.

Produced by Mark Goodson-Bill Todman Production, in association with the NBC-TV Network

Sponsor (Agency): Reynolds Metals Company (Lennen & Newell), on alternate weeks

NBC Press representatives: Rolf Gompertz, Burbank; Charlie Gregg, New York

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NBC-New York, 8/20/63

NBC TELEVISION NETWORK NEWS

August 20, 1963

'MR. NOVAK,' FULL-HOUR SERIES WITH HIGH SCHOOL SETTING,
STARS JAMES FRANCISCUS AND DEAN JAGGER

"Mr. Novak," a new full-hour dramatic series introducing two new types of heroes to television, will premiere on the NBC-TV Network Tuesday, Sept. 24 (7:30-8:30 p.m. NYT).

Set against the background of a typical high school, the weekly series starring James Franciscus and Dean Jagger will chronicle the triumphs and disappointments, the experiences and experiments of English teacher John Novak (Franciscus) and school principal Albert Vane (Jagger). Another major character is Jean Pagano (Jeanne Bal), assistant principal.

A dedicated teacher, Novak's life centers around his students in whom he finds a stirring drama each day. Novak's one aim is to give his pupils that "extra something" in the way of human understanding. But perhaps Novak's greatest attribute is his sense of humor. His sense of fair play and normal shortcomings make him a human being who earns the respect and admiration of students and colleagues alike.

Principal Albert Vane, who is both learned and tough, demands creativity from his teachers. He is an idealist who is constantly on the alert for those rare teachers who can inspire a thirst for knowledge in their students. Knowing that the day will come when he must retire -- a day he wishes would never dawn -- Vane takes comfort in the fact that John Novak might be the man to take over at his beloved Jefferson High.

The series was created by E. Jack Neuman and Boris Sagal. Neuman is the executive producer, William Froug was the producer of seven shows and Robert E. Thompson is the associate producer.

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CREDITS FOR NBC-TV'S "MR. NOVAK"

Time: Tuesdays, 7:30-8:30 p.m. NYT, premiering
Sept. 24.

Starring: James Franciscus as John Novak
Dean Jagger as Albert Vane

Featuring: Jeanne Bal as Jean Pagano

Format: Set against the background of a typical
high school, the weekly series will
chronicle the triumphs and disappoint-
ments, the experiences and experiments
of two dedicated men -- an English
teacher John Novak (Franciscus) and
principal Albert Vane (Jagger). Also
involved in the triumphs and setbacks of
the two men will be Jean Pagano (Miss
Bal), the assistant principal.

Series Created by: E. Jack Neuman and Boris Sagal

Executive Producer: E. Jack Neuman

Producer: William Froug producer on seven episodes;
additional listing to come.

Associate Producer: Robert E. Thompson

Director of Photography: Richard H. Kline

Music: Lyn Murray

Art Direction: George W. Davis and Leroy Coleman

Supervising Film Editor: John Dunning, A. C. E.

Film Editor: Robert J. Kern Jr. and Ira Heyman

Writers: Various

Directors: Various

Assistant Directors: Ted Butcher and John Bloss

Set Decoration: Henry Grace and John MacNeil

Recording Supervisor: Franklin Milton

Series Filmed at: MGM Studios, Culver City, Calif.

Sponsors: Various

NBC Press Representatives: Charlie Ericksen, Burbank; Leonard Meyers,
New York.
-----NBC-New York, 8/20/63

NBC COLOR TELEVISION NEWS



EXPANDED SCHEDULE OF COLOR MUSICALS IN 1963-64

SET FOR 'BELL TELEPHONE HOUR' ON NBC-TV

When the color cameras in NBC's huge Brooklyn TV color Studio swing past a parade of musical stars at 10 p.m. NYT on Tuesday, October 8, the TV audience will see the opening program of the record 24th season on the air for the "Bell Telephone Hour."

In its expanded schedule for next season -- on alternate Tuesdays and continuing through the Summer of 1964 -- the programs will include concert artists, musical comedy stars, popular and folk singers, jazz combos, opera singers and classical and modern dancers. The series is designed to appeal to the broad interests of its audience. Each artist is given plenty of time to display his talents so that music lovers of each classification will be given a healthy serving of his favorite type of music.

For 18 years on the NBC Network, the "Telephone Hour" weekly program was one of radio's most acclaimed series, presenting classical music with the most celebrated instrumentalists and singers of the age. When the program turned from radio to television, the scope was broadened to include other fields of music and dance.

In the past five seasons on television, the program has presented over two hundred of the world's leading musical and dance artists. Some of those who have appeared in recent seasons have been Joan Sutherland, Carol Lawrence, Birgit Nilsson, Ginger Rogers, Pat Boone, Robert Goulet, Leontyne Price, Ethel Merman,
(more)

Fred Waring, Rudolf Nureyev, Jane Powell, Mischa Elman, Harry Belafonte, Van Cliburn, Margot Fonteyn, Beatrice Lillie, Cyril Ritchard, Jose Iturbi, Jacques d'Amboise and Andres Segovia.

Throughout its years on the air, the "Bell Telephone Hour" has been given many awards of recognition. Since its inception on television it has received, among others, the following: in 1959, 1960 and 1962, the National Association for Better Radio and Television Award for "outstanding entertainment program on television"; also in 1959, the General Federation of Women's Club Award for the "outstanding musical series on television," the George Foster Peabody Award for "outstanding television entertainment" and the Look TV Award for "best musical series of the year."

Donald Voorhees will conduct the orchestra as he has ever since the radio program started in 1940. Henry Jaffe Enterprises again will produce the programs for next season, with Barry Wood as executive producer.

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NBC-New York, 9/20/63

NBC COLOR TELEVISION NEWS



CREDITS FOR 'BELL TELEPHONE HOUR' ON NBC-TV

Time: Alternate Tuesdays, starting Oct. 8
(NBC-TV Network color 10-11 p.m. NYT).

Original starting dates: Radio series: April 29, 1940.
TV series: Jan. 12, 1959.

Format: A full-hour color program of music and dance. Opera, concert, Broadway musicals, Hollywood films, night-clubs and variety all supply talent to this varied program. The finest exponents in the various fields of classical and popular music and dance are accompanied by the 57-piece Bell Telephone Orchestra. The program boasts colorful sets and costumes.

Musical director: Donald Voorhees

Executive producer: Barry Wood

Package producer: Henry Jaffe Enterprises

Producers: Dan Lounsberry, Burt Shevelove and Charles Andrews

Directors: Sid Smith and Clark Jones

Designer: Peter Dohanos

Associate producers: Nat Wilkes and Ed Cosgrove

Choreographers: Various

Sponsor: The Bell System

Agency: N. W. Ayer and Son, Inc.

NBC Press representatives: Leonard Meyers, New York, and Jane Ober, Burbank.

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NBC-New York, 8/20/63

NBC TELEVISION NETWORK NEWS

August 20, 1963

FULL-HOUR NBC NEWS SPECIALS ON WIDE RANGE OF TOPICS

WILL BE TELECAST VARIOUS TUESDAYS IN 1963-64

A number of special NBC News programs, ranging in subject from an insider's look at the nation's capital to a probe of the moon, will be presented in the 10-11 p.m. NYT time period on various Tuesdays during the 1963-64 season on the NBC-TV Network.

The first of these specials will be "Apollo -- The Lunar Mission," Tuesday, Oct. 1, in color, a comprehensive TV report on the manned moon-mission the United States expects to launch before 1970. All 16 U. S. astronauts will participate in the hour-long program, which will feature NBC News correspondent Merrill Mueller as anchorman.

Other programs will include "Our Man in Washington," in which David Brinkley, drawing on his 20 years experience covering the nation's capital, will guide viewers on a behind-the-scenes tour of the city's social and political life.

The Tuesday night programs will be among more than 40 planned, nighttime NBC News specials to be presented during the season. The planned specials, many to be produced in color, will be in addition to NBC's "instant specials" which are designed to cover fast-breaking news and are scheduled within hours of the event.

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NBC COLOR TELEVISION NEWS



ANDY WILLIAMS TO BE STAR AND HOST OF 12 NBC-TV COLOR SPECIALS

Andy Williams, one of America's brightest musical personalities, will be the host and star of 12 full-hour musical specials in color to be presented on NBC-TV during the 1963-64 season.

"The Andy Williams Show," which was accorded an Emmy award last season for "outstanding program achievement in the field of variety," will be telecast in color on NBC-TV various Tuesdays (10-11 p.m. NYT) starting Sept. 24).

Williams, an established nightclub and recording star, last season was host of his own weekly show on NBC-TV. The program consistently achieved high audience levels, often leading the time period in national ratings. The singing star came to national prominence through a combination of TV appearances and hit records. In 1954 he became a featured vocalist on NBC-TV's "Tonight" show, and made guest starring appearances on various popular musical variety programs. He later starred in various NBC-TV specials and on his own Summer series.

"The Andy Williams Show" specials will be sponsored by the Sperry and Hutchinson Co. for S & H Green Stamps through the Sullivan, Stauffer, Colwell & Bayles Inc. advertising agency. The specials will originate at NBC's Burbank Studios, produced by Bob Finkel and directed by Bob Henry (with production by Barnaby Productions Inc.). Nick Castle will be the choreographer and Phil Sharp, Don Hinkley and Harry Crane the writers.

-----o----- NBC-New York, 8/20/63

NBC TRADE NEWS

August 21, 1963

MOHAWK CARPET SPONSORS 'ARTHUR GODFREY THANKSGIVING SHOW,'

ONE-HOUR COLOR SPECIAL, ON NBC-TV WITH TOP STAR CAST

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Show Will Be 4th Consecutive Thanksgiving Special for Sponsor

"The Arthur Godfrey Thanksgiving Show," a full-hour musical-variety color special performed by a group of notable entertainers, will be presented on NBC-TV Thanksgiving Day Thursday, Nov. 28, 5:30-6:30 p.m. EST), it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

In addition to Godfrey, the full-hour special will star singer Tony Bennett, singer-dancer Carol Lawrence, and vocalist Liza Minelli. Supporting performers will be announced.

The holiday show will be sponsored by Mohawk Carpet Mills through the Maxon Inc. advertising agency. It will be the fourth consecutive NBC-TV Thanksgiving Day sponsored by Mohawk -- the previous being "The Pat Boone Thanksgiving Special" last year, "Home for the Holidays" in 1961 and "No Place Like Home" in 1960.

This year's Thanksgiving show will be produced and directed by Kirk Browning, who has many distinguished TV credits. He has been director for the NBC Opera Company since 1951 and also has directed such NBC-TV shows as "The Letter," "Cyrano de Bergerac" "Festival of Music," "Caesar and Cleopatra" and a number of "Hallmark Hall of Fame" and "Ford Startime" shows.

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August 21, 1963

NBC INTERNATIONAL ANNOUNCES SALE OF 'TEMPLE HOUSTON'
AND 'THE CALIFORNIANS' FOR TELECASTING BY NTV, JAPAN

"Temple Houston," the new full-hour Western dramatic series, and "The Californians," set against a background of early San Francisco history, have been sold to NTV, Japan, it was announced today by Joseph M. Klein, Director, NBC International Enterprises, who returned this week from visits to Tokyo network executives.

The "Temple Houston" sale involved a 39-week series and "The Californians" sale delivered 52 films for telecasting in Japan.

Jeffrey Hunter stars in "Temple Houston," which debuts on the NBC Network Thursday, Sept. 19 (7:30-8:30 p.m. NYT). The series is set against a backdrop of legal practice in the early American Southwest. Jack Elam is co-starred.

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NBC TRADE NEWS

August 21, 1963

DOZEN NBC-TV STARS TO BE IN N.Y. DURING NEXT EIGHT WEEKS

TO PUBLICIZE AND PROMOTE NETWORK'S 1963-64 SEASON

A dozen NBC stars will be in New York during the next eight weeks to publicize and promote the 1963-64 season on NBC-TV.

The stars, five making debuts in new series next month, will be in New York for several days each, between Aug. 25 and Oct. 21. They will be seen in guest appearances on "The Tonight Show Starring Johnny Carson," "Today" and other NBC-TV daytime and nighttime programs.

The stars of new NBC-TV series who will be in New York include: Imogene Coca of "Grindl" (premieres Sunday, Sept. 15, 8:30-9 p.m. EDT), Richard Boone of "The Richard Boone Show" (premieres Tuesday, Sept. 24, 9-10 p.m. EDT), Gary Lockwood of "The Lieutenant" (premieres Saturday, Sept. 14, 7:30-8:30 p.m. EDT), James Franciscus of "Mr. Novak" (premieres Tuesday, Sept. 24, 7:30-8:30 p.m. EDT), and Bill Dana of "The Bill Dana Show" (premieres Sunday, Sept. 22, 7-7:30 p.m. EDT).

Other NBC-TV personalities taking part in the press and promotion campaign and the new season premiere dates for their shows are: Richard Chamberlain and Raymond Massey of "Dr. Kildare" (Thursday, Sept. 26, 8:30-9:30 p.m. EDT), Lorne Greene of "Bonanza" (Sunday, Sept. 22, 9-10 p.m. EDT), Richard Egan of "Redigo" (Tuesday, Sept. 24, 8:30-9 p.m. EDT), Jack Ging of "The Eleventh Hour"

(Wednesday, Oct. 2, 10-11 p.m. EDT), Corbett Monica of "The Joey Bishop Show," (Saturday, Sept. 14, 8:30-9 p.m. EDT), Gary Clarke of "The Virginian" (Wednesday, Sept. 18, 7:30-9 p.m. EDT), and Sheldon Leonard, producer of "The Bill Dana Show."

Arrangements for the New York appearances were made by NBC's Promotion Department.

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NBC-New York, 8/21/63

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

August 21, 1963

**NATIONAL BROADCASTING COMPANY HONORED WITH TV AND RADIO
GAVEL AWARDS OF THE AMERICAN BAR ASSOCIATION**

The National Broadcasting Company has been honored with television and radio Gavel Awards for 1963.

The Gavel Awards are made annually by the American Bar Association for contributing to public understanding of the American system of law and justice.

An award was presented to NBC-TV for the drama "The Judge" presented on "The Dick Powell Theatre" Feb. 5 and repeated June 25. The award for radio was presented to NBC-owned Station WMAQ, Chicago, "for contributing to public understanding of the lawyer's function in American life through its public service series "A Look at the Law."

The awards were accepted at the American Bar Association's annual dinner in Chicago Aug. 15 by Walter D. Scott, Executive Vice President in charge of the NBC Television Network, and Lloyd E. Yoder, NBC Vice President and General Manager of Stations WNBQ and WMAQ.

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NBC COLOR TELEVISION NEWS



August 21, 1963

TREVOR HOWARD TO NARRATE 'GREECE: THE GOLDEN AGE,'

FULL-HOUR NBC NEWS COLOR TELEVISION SPECIAL

Trevor Howard, one of England's most distinguished film stars, will be narrator of "Greece: The Golden Age," the full-hour NBC News special to be presented in color on the NBC-TV Network Tuesday, Nov. 5 (9-10 p.m. EST).

Lou Hazam, the program's producer and writer, announced the engagement of Howard today. He said the actor will fly to New York from England later this week expressly to record the off-camera narration.

Though he has been an infrequent participant in American television, Howard won an Emmy Award in May from the National Academy of Television Arts and Sciences for the "outstanding single performance by an actor in a leading role." It was for his portrayal of the title role in "The Invincible Mr. Disraeli" on the NBC-TV "Hallmark Hall of Fame" April 4, 1963.

Howard has drawn widespread critical acclaim for his recent film portrayal as Captain Bligh in "Mutiny on the Bounty." Some of his many other motion picture hits were "Brief Encounter," "The Third Man," "The Heart of the Matter" and "Sons and Lovers."

(more)

Hazam's task force has been filming "Greece: The Golden Age" on location in Athens, Olympia, Delphi, Epidaurus, and the Greek off-shore islands. With the techniques he developed in "The Way of the Cross" and "Vincent Van Gogh: A Self-Portrait," Hazam hopes to "bring to life again the beauty, the thought, the excitement and the glory of ancient Greece in the words of the ancient Greeks themselves." His script will draw heavily upon the writings of Homer, Thucydides, Herodotus, Plato, Pindar and other major figures of the great age.

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NBC-New York, 8/21/63

EUROPEAN VACATION FOR NBC-TV'S HUGH DOWNS

Hugh Downs, host of NBC-TV's "Today" and "Concentration" programs, will take his second two-week vacation of the Summer during the weeks of Aug. 26 and Sept. 2. Downs will not be seen on "Today" (Monday through Friday, 7-9 a.m. EDT) during that period, but he will continue (via tape) on "Concentration" (Monday through Friday, 11:30 a.m.-12 Noon EDT).

Downs, his wife and two children will spend the two-weeks touring France and Italy by car.

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HUGH DOWNS A JUDGE IN POPULAR BOATING MAGAZINE CONTEST

Hugh Downs, star of NBC-TV's "Today" and "Concentration" and a boating enthusiast, will be a judge for Popular Boating Magazine's new photo-and-words contest.

For the magazine's competition contestants are asked to describe in pictures and words their own "great moments in boating."

Downs, who enjoys boating and recently studied celestial navigation, spent two weeks earlier this Summer sailing a chartered boat along the New England coast.

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NBC-New York, 8/21/63



NBC COLOR TELEVISION NEWS

'THE VIRGINIAN,' 90-MINUTE COLOR SERIES, TO RETURN

FOR SECOND SEASON ON NBC-TV SEPT. 18

Filmed television's pacemaking, 90-minute color series, "The Virginian," launches its second season on the NBC Television Network Wednesday, Sept. 18 (7:30-9 p.m. NYT).

Set against the rugged, diverse terrain of the Wyoming Territory in the late 1890's, "The Virginian" will again have five continuing performers: stars Lee J. Cobb as Judge Henry Garth and James Drury as the Virginian, and co-stars Doug McClure as Trampas, Gary Clarke as Steve and Roberta Shore as Betsy Garth.

At least one major guest star will appear in each feature, selected from a talent roster that last season included Bette Davis, Hugh O'Brian, George C. Scott, Eddie Albert, Lee Marvin, Tammy Grimes, Charles Bickford, David Wayne, James Gregory, Ida Lupino and many other headliners.

"The Virginian," consistent leader in its time period during 1962-63, will continue to have a look unlike any current television fare. This is provided by its 90-minute length -- which allows for full character development and story-telling opportunity -- by color photography, location, shooting, outstanding scripts and original musical scores.

Produced by Revue Productions Inc. in association with NBC-TV, "The Virginian" will have Frank Price as supervising producer. The producers are Winston Miller and Jules Schermer. Percy Faith composed the theme music.

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NBC-New York, 8/21/63

NBC COLOR TELEVISION NEWS

CREDITS FOR 'THE VIRGINIAN' ON NBC-TV



Time: NBC-TV color broadcasts, Wednesdays
(7:30-9 p.m. NYT), resuming Sept. 18

Format: Western drama series, set against the
Wyoming Territory of the late 1890's

Starring: Lee J. Cobb as Judge Henry Garth

With: James Drury as the Virginian

Co-starring: Doug McClure as Trampas, Gary Clarke
as Steve and Roberta Shore as
Betsy Garth

Supervising producer: Frank Price

Producers: Jules Schermer and Winston Miller

Directors: Various

Writers: Various

Music supervisor: Stanley Wilson

Theme music by Percy Faith

Color consultant: Alex Quiroga

Costumes by: Vincent Dee

Makeup by: Jack Barron

Produced by: Revue Productions Inc. in association
with NBC-TV Network

Sponsors and agencies: Various

Origination: Burbank, Calif.

NBC Press representatives: Bill Kiley, Burbank; Charlie Gregg,
New York.

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NBC-New York, 8/21/63

NBC TELEVISION NETWORK NEWS

August 21, 1963

'ESPIONAGE,' NEW WEEKLY SERIES OF FULL-HOUR SUSPENSE DRAMAS
FILMED IN ENGLAND, TO START ON NBC-TV OCT. 2

"Espionage," a new weekly full-hour filmed series of suspense dramas to be produced in England by Herbert Brodtkin's Plautus Productions, will be a Wednesday night (9-10 p.m. NYT) feature on NBC-TV during the 1963-64 season, starting Oct. 2.

The series, to be produced in association with ITC Inc. and NBC, will be filmed principally in England and on location throughout Europe by an American creative team headed by Brodtkin. Herbert Hirschman will be executive producer and George Justin the producer, with various directors and writers.

"Espionage" will offer dramas based on fictional treatments of actual recorded experiences of undercover agents from many different nations. They will be enacted by major American and European talent, re-creating the atmosphere of suspense and intrigue in which espionage and counter-espionage agents of world powers engage in their dangerous work.

Emphasizing such current Cold War hotspots as Castro-plagued Latin America, emerging African nations and the danger zone along the Iron Curtain, "Espionage" will range back to World War II -- and occasionally as far back as the American Revolution -- for stories based on real life incidents.

Brodtkin, a three-time Emmy Award winner, currently is represented on television with "The Nurses" and "The Defenders." He received one Emmy for the latter series in 1962 and two for "Playhouse 90," for which in two seasons he produced 21 teleplays.

(more)

His earlier noteworthy production credits include "Studio One" and "Alcoa Hour-Goodyear Playhouse" among others.

Hirschman was producer of the first 20 episodes of "Dr. Kildare," including the original "Eleventh Hour" episode. His other production credits include 13 hour-long "Twilight Zone" shows this past season; the third season of "Perry Mason" and the first 13 "Hong Kong" programs. He was twice nominated by the Screen Producers Guild for "best producer of the year" -- in 1960 for "Perry Mason" and in 1962 for "Dr. Kildare." He also was associate producer and director for "Playhouse 90" and "Studio One."

Producer Justin has many film credits including "Middle of the Night" starring Fredric March; "Something Wild" starring Marlon Brando and Anna Magnani; "12 Angry Men" starring Henry Fonda and "The Goddess" starring Kim Stanley. He also was production supervisor of "Long Day's Journey Into Night" and "On the Waterfront."

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NBC-New York, 8/21/63

CREDITS FOR 'ESPIONAGE' ON NBC-TV

Time: NBC-TV, Wednesdays, 9-10 p.m. NYT

Starting date: Oct. 2, 1963

Format: Suspense dramas based on fictional
treatments of actual recorded
experiences of undercover agents
from many different nations

Executive Producer: Herbert Hirschman

Producer: George Justin

Directors: Various

Writers: Various

Produced by Herbert Brodtkin's Plautus Productions in
association with ITC Inc. and NBC-TV.

Filmed at MGM's British Studios at Boreham
Wood, near London, England, and
on location throughout Europe.

NBC Press representatives: Al Cammann, New York; Rolf Gompertz,
Burbank

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NBC-New York, 8/21/63

NBC TELEVISION NETWORK NEWS

August 21, 1963

'THE ELEVENTH HOUR'

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Ralph Bellamy and Jack Ging Starred in 1963-64 Drama Series

Dealing with Psychiatry and Psychology

NBC-TV's full-hour dramatic series, "The Eleventh Hour" -- the first network TV series to deal directly with psychiatry and psychology -- returns for its second season Wednesday, Oct. 2 (10-11 p.m. NYT).

Starring in the weekly series for 1963-1964 are Ralph Bellamy as psychiatrist L. Richard Starke, M. D., and Jack Ging as his associate, clinical psychologist Paul Graham, Ph. D., both of whom are well aware that:

One fifth of all persons accused of felonies in the U. S. plead not guilty by reason of insanity...

Two of every five children charged in youth courts are found to be in need of psychiatric treatment...

A vast number of the country's hospital beds are occupied by the insane...

It is individuals such as these -- and others in desperate need of help -- whom Dr. Starke and Dr. Graham seek to restore to their rightful places in society.

And the "eleventh hour" in these lives is that time of "no return" when they have reached the point in their mental processes

(more)

where often life and death depend upon immediate and sometimes drastic treatment.

The techniques employed by Dr. Starke and Dr. Graham are anything in the book, and oftentimes, out of it -- sometimes hypnotism, or shock therapy, or psychotherapy. Sometimes it is the miracle of a new drug and often it is simply pure instinct or tender, loving care. But whatever means, Dr. Starke and Dr. Graham are dedicated to giving the individual his life back.

Filmed in association with NBC-TV at M-G-M Studios in Culver City, Calif., "The Eleventh Hour" was created by Harry Julian Fink and is produced by Irving Elman and Sam Rolfe with Norman Felton as executive producer.

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NBC-New York, 8/21/63

CREDITS FOR 'THE ELEVENTH HOUR' ON NBC-TV

Time: Wednesdays, 10-11 p.m. NYT, new season starts Oct. 2

Starring: Ralph Bellamy as psychiatrist Dr. L. Richard Starke and Jack Ging as clinical psychologist Dr. Paul Graham

Produced by Arena Productions Inc. in association with MGM-TV and NBC-TV

Executive Producer: Norman Felton

Producer: Irving Elman and Sam Rolfe

Associate producer: Ellis Marcus

Series created by Harry Julian Fink

Directors: Various

Writers: Various

Director of photography: Dale Deverman

Art Direction: Merrill Pye

Assistant to producer: Jon Zimmer

Music: Harry Sukman

Music Supervisor: Frank Anderson

Supervising film editor: John Dunning

Film editors: Henry Berman, Joseph Dervin and Fred Maguire

Set Decoration: Richard Pefferle

Assistant directors: Wilbur Mosier and E. Darrell Hallenback

Recording supervisor: Franklin Milton

Sponsors: Various

Origination: MGM-TV, Culver City, Calif.

NBC Press representatives: Bob Bowen, Burbank; Stan Levine, New York

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NBC COLOR TELEVISION NEWS

August 22, 1963

SEASON PREMIERE

ED BEGLEY, FINLAY CURRIE, NOEL PURCELL AND CLIVE REVILL ARE STARRED
ON FIRST 'DU PONT SHOW OF WEEK' OF NEW SEASON IN STORY
OF VENGEANCE PLOT BY AGED VETERANS OF IRISH REBELLION

The 1963-64 season premiere of NBC-TV's "Du Pont Show of the Week" Sunday, Sept. 15 (10-11 p.m. EDT) will present Ed Begley, Finlay Currie, Noel Purcell and Clive Revill as stars in "The Last Hangman," a color drama of aged Irish Republican Army veterans who plot an assassination.

The original teleplay by Ernest Kinoy is directed by Fielder Cook with Philip Barry Jr. as producer and Robert Hopkins as associate director. It was taped recently in NBC-TV's Brooklyn, N.Y., color studios. Cook also serves as executive producer for his The Directors Company, which will produce seven "Du Pont Show of the Week" dramas this season.

In the storyline for "The Last Hangman," O'Connell (Currie), Meager (Purcell) and Boyle (Revill) are aged Irish immigrants, living in Cleveland, who were members of the I. R. A. years earlier at the time of a bloody uprising against English rule.

They had taken a solemn oath to "eliminate" all of the policemen who were responsible for the hanging of their compatriots in the rebellion. Only one man is left: the equally aged John Moore

(more)

(Begley), living in suburban Long Island, N.Y. Poor and feeble, the three avengers arrive in Long Island, and make their presence known. His family brushes John Moore's fears aside, thinking the old man is becoming senile.

Featured in the cast of "The Last Hangman" are Robert Gerringer as John Moore's son; Joe; Sally Chamberlain as his daughter-in-law, Donna, and Carole Lyons as his granddaughter, Janey.

Begley is a veteran star of stage, screen and television who won a 1962 Oscar Award for his portrayal of Boss Finley in the film, "Sweet Bird of Youth." A few of his many other movie credits include "Odds Against Tomorrow," "12 Angry Men," "The Turning Point," "Patterns," "Boomerang" and "Sorry, Wrong Number." He starred on Broadway in "Inherit the Wind," "Look Homeward Angel" and "Advise and Consent," and was seen last season on TV in "Dr. Kildare," "Ben Casey," "The Dick Powell Theatre," "My Three Sons" and "The Defenders."

Currie starred last season in "The Ordeal of Dr. Shannon" on "Du Pont Show of the Week." The veteran Scottish performer's many movie credits include "Francis of Assisi," "Hand in Hand," "Five Golden Hours," "The Angel Wore Red," "The Tempest," "Ben Hur," "Solomon and Sheba," "The Naked Earth" and "Campbell's Kingdom."

Purcell and Revill will make their American TV debuts in "The Last Hangman." Both are veteran performers of the English stage and screen. Revill is currently starring as Fagin in the Broadway musical success, "Oliver!" Purcell's many movie credits include "Mutiny on the Bounty," "The Millionairess," "Beware of Children," "Double Bunk," "Make Mine Mink," "Doctor at Sea" and "Moby Dick."

"Du Pont Show of the Week" is sponsored on NBC-TV by the Du Pont Company through its agency, Batten, Barton, Durstine & Osborn Inc.

PROGRAM HIGHLIGHT -- SEPT. 15

DU PONT SHOW OF THE WEEK: "The Last Hangman." -- An assassination is plotted by aged veterans of the Irish Republican Army. (Season premiere).

NBC COLOR TELEVISION NEWS



August 22, 1963

ED McMAHON WILL BE HOST OF 'MISSING LINKS,'
DAYTIME GAME SHOW ON NBC-TV IN NEW SEASON

Ed McMahon will be the host of "Missing Links," new Monday-through-Friday game show premiering on the NBC-TV Network Monday, Sept. 9 (in color, 11:30 a.m. to 12 noon EDT).

McMahon has been the announcer of NBC-TV's "Tonight Show Starring Johnny Carson" color series for the past year and will continue in that assignment. He previously was announcer on Carson's "Who Do You Trust?" show on another network for four years. He also serves as an interviewer-reporter on NBC Radio's weekend "Monitor."

"Missing Links" also will feature a panel of three guest celebrities, changing each week. As contestants tell a story in sections, occasionally omitting a word, the panelists will be asked to supply the left-out word -- the missing link. The contestant earns money by his ability to predict accurately whether or not the panel will be able to find the missing link quickly.

"Missing Links," packaged by Goodson-Todman Productions in association with the NBC-TV Network, will be produced by Ira Skutch and directed by Mike Gargiulo.

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NBC TELEVISION NETWORK NEWS

August 22, 1963

PROGRAM CHANGE

BEHIND-SCENES LOOK AT TELEVISION NEWS TECHNIQUES TO BE PRESENTED
ON NBC SPECIAL FOCUSING ON NEW 'HUNTLEY-BRINKLEY REPORT'

A behind-the-scenes look at television news techniques, in the era of communications satellites, will be presented in a special program on the NBC-TV Network Sunday, Sept. 8 (6:30-7 p.m. EDT). It will pre-empt the last program in the "Ray Scherer's Sunday Report" series.

The NBC News special will focus on the new "Huntley-Brinkley Report," which will be expanded from 15 minutes to a half-hour starting Monday, Sept. 9 (Monday through Friday 7-7:30 p.m. EDT). Participants will include many of the NBC Newsmen in this country and abroad, who will work on the new series.

The special program will show how television news coverage is now transmitted to the NBC News headquarters in New York via the Telstar and Relay communications satellites and the NBC-BBC trans-atlantic cable film system. It will also demonstrate the effect of jet flights carrying film and tape coverage from all parts of the world.

The special program, which will be produced by Robert Asman, will also show how the "Huntley-Brinkley Report" not only will draw on the NBC News staff of 800 but will send out its own news-gathering teams organized especially for the expanded program.

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NBC COLOR TELEVISION NEWS



August 22, 1963

TWO ADDITIONAL NOVELS LISTED FOR ADAPTATION

BY 'BOB HOPE PRESENTS THE CHRYSLER THEATRE'

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They are Josephine Johnson's "The Dark Traveler" and

W.E. Butterworth's "The Courtmartial"

Two provocative novels -- "The Dark Traveler" by Pulitzer Prize winning author Josephine Johnson and "The Courtmartial" by W. E. Butterworth -- will be adapted into full-hour teleplays for NBC-TV Network's "Bob Hope Presents the Chrysler Theatre" color series during the 1963-64 season.

The weekly Chrysler-sponsored series, with Hope as the pivotal entertainment figure, will premiere Friday, Sept. 27 (8:30 to 9:30 p.m. EDT) with "Chrysler Presents a Bob Hope Special" spotlighting guests Dean Martin, Barbra Streisand, Tuesday Weld and James Garner. (This telecast will be in black and white only.) The "Chrysler Theatre" color series will premiere the next Friday -- Oct. 4 -- in the same time period.

"The Dark Traveler" is the story of a mentally disabled young man who brings new values to a family which takes him in to live. Miss Johnson won the Pulitzer Prize for her novel "Now in November."

{more}

"The Courtmartial" deals with an American army officer accused of slaying his German mistress. Stanley Greenberg will adapt the Butterworth novel.

"Traveler" and "Courtmartial" bring the total to five novels being adapted for the "Chrysler Theatre" series. Previously announced were the best-selling Russian novel, "One Day in the Life of Ivan Denisovitch" by Alexander Solzhenitsyn; the British spy thriller, "The Fifth Passenger" by Edward Young, and Paul Brickhill's suspense story about the secret army of Paris, "War of Nerves." Air dates will be announced.

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NBC-New York, 8/22/63

NBC TELEVISION NETWORK NEWS

August 22, 1963

INDIANA HOUSEWIFE WINS ACTING ROLE

(VIA WNBQ, CHICAGO, CONTEST) ON

NBC-TV'S NEW "GRINDL" SERIES

Mrs. Carol Fravel, a young housewife from Seymour, Ind., has been named winner of WNBQ (the station of Chicago) "Grindl" contest and will fly to Hollywood next week for an acting role in an upcoming episode of the new NBC-TV series.

Mrs. Fravel was adjudged the grand prize winner in the contest that drew more than 5,000 entries in four weeks.

Mrs. Fravel is a registered nurse and a graduate of Indiana University Nursing School. Her husband, Wayne, is a sales engineer for Cummins Engine Company of Columbus, Ind. They have a nine-month-old daughter.

Mrs. Fravel and her husband will fly to Chicago Aug. 26, and after a visit to the WNBQ-NBC studios will be flown from O'Hare Field to California. They will spend the week in Hollywood and Burbank as guests of Screen Gems, producer of the new "Grindl" series.

While in Hollywood she will perform in the filming of a "Grindl" episode with Imogene Coca. "Grindl," starring Miss Coca, premieres on NBC-TV Sunday, Sept. 15 (8:30-9 p.m. NYT). The program Mrs. Fravel appears on will be seen later this Fall.

(more)

The contest, conducted by WNBQ, the NBC-owned television station in Chicago, invited entrants to state why they would like a part on a "Grindl" show. The grand prize winner's all expense-paid trip to Hollywood will include visits to Disneyland and Marineland, as well as the acting role.

Runnerup prizes of Bolex movie cameras will be awarded to four Chicagoans and a Des Plaines, Ill. resident. The Chicago second-prize winners are Barbara Gene Hetzer, 3823 N. Sacramento Ave.; Mrs. Margaret Owens, 7337 South Shore Drive; Mrs. Janice Glazewski, 7730 South Marshfield, and Carol Spetner, 6231 North Washtenaw. Patricia Stewart, 2231 Scott St., Des Plaines, is the other runnerup prize-winner.

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NBC-New York, 8/22/63

NBC TELEVISION NETWORK NEWS

August 22, 1963

'TEMPLE HOUSTON,' WESTERN LEGAL DRAMA SERIES STARRING

JEFFREY HUNTER, TO START ON NBC-TV SEPT. 19

Jeffrey Hunter will star in the title role of "Temple Houston," a full-hour dramatic series set against a backdrop of legal practice in the American West of the 1880's, to premiere on the NBC-TV Network Thursday, Sept. 19 (7:30-8:30 p.m. NYT).

Co-star of "Temple Houston," which will be filmed in black and white at Warner Brothers studios in Burbank, will be Jack Elam, former star of "The Dakotas" on another network.

Temple Houston, son of the historical figure Sam Houston, is a handsome but rugged attorney who finds his clients -- both criminal and civil -- wherever circuit courts are in session in the towns of Texas and adjacent states. A spellbinding orator and fashionable dresser in the courtroom, Houston turns fast-shooting cowboy when he is away from the court. Taggart, an itinerant lawman, follows the circuit courts also. Hiring out his gun and talents to the local towns, Taggart becomes friend or foe to Houston, depending on the interests of Houston's clients.

The "Temple Houston" dramas will be woven around authentic legal cases of the Southwest of Houston's time. The new series is produced by Joseph Dackow. Executive producer is Jack Webb, new head of Warner Brothers Television and former producer-star of "Dragnet."

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CREDITS FOR 'TEMPLE HOUSTON' ON NBC-TV

Time: NBC-TV Network, Thursdays, 7:30-8:30 p.m. NYT;
starting Sept. 19

Format: Western legal series set in the American
Southwest of the 1880's. Attorney son of
Sam Houston follows circuit court and
finds clients for both criminal and
civil actions in the local towns. An
itinerant lawman, George Taggart, some-
times works with, sometimes against
series hero, Temple Houston.

Starring: Jeffrey Hunter as Temple Houston.

Co-starring: Jack Elam as George Taggart.

Executive producer: Jack Webb

Producer: Joseph Dackow

Assoc. Producer: Lawrence Dobkin

Directors: Various

Writers: Various

Story Consultant: Thomas Thompson

Music: Frank Comstock

Origination: Warner Brothers Pictures Inc. in Burbank and on
location.

NBC Press
Representatives: Neil Clemans (Burbank); Betty Lanigan (New
York).

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NBC-New York, 8/22/63

NBC TELEVISION NETWORK NEWS

'DR. KILDARE,' MEDICAL DRAMA SERIES, WILL RETURN

FOR THIRD SEASON ON NBC-TV SEPT. 26

Richard Chamberlain, who won a TV Guide Award as Favorite Male Performer for his title role portrayal on NBC-TV's "Dr. Kildare" series, will return with co-star Raymond Massey for the third season of the popular medical show Thursday, Sept. 26 (8:30-9:30 p.m. NYT).

One major change has been made for the 1963-64: Kildare will be promoted to a resident at Blair General Hospital. As a result of the upgrading, Kildare will have more authority and will be able to act more independently. As a resident, it will be possible to have Kildare working in various locales. He could go to a foreign country as a fellow, attend medical conventions and work with other doctors far removed from Blair.

Producer David Victor will continue his policy of casting name guest stars in nearly every episode. This policy resulted in having such performers as Gloria Swanson, Dan O'Herlihy, Carolyn Jones, Oscar-winner Ed Begley, Claire Trevor, Brian Keith and Suzanne Pleshette appear on the show last year.

As in the past, "Dr. Kildare" stories will revolve around the people who come in contact, professionally and otherwise, with Drs. Kildare and Gillespie. The season's product will be composed of a blend of episodes ranging from comedy to tragedy featuring either Kildare or Gillespie. Controversial subjects such as fee-splitting, incompetent physicians and the like will be explored instead of avoided.

(more)

Kildare will continue to play the field as far as romance is concerned.

Produced by M-G-M in association with NBC-TV Network, "Dr. Kildare" is filmed in black and white in Culver City, Calif., with Norman Felton as executive producer. The directors and writers are various and the theme music is by Harry Sukman.

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NBC-New York, 8/22/63

CREDITS FOR 'DR. KILDARE' ON NBC-TV

Time: NBC-TV Network, Thursdays (8:30-9:30 p.m. NYT); 1963-64 season starts Sept. 26

Format: Full hour, black and white series revolving around the relationship between an older doctor who is chief of a hospital and a young resident physician of the hospital.

Stars: Richard Chamberlain as Dr. Kildare and Raymond Massey as Dr. Gillespie.

Executive producer: Norman Felton

Producer: David Victor

Directors: Various

Writers: Various

Associate producer: Calvin Clements

"Dr. Kildare" theme by Jerrald Goldsmith

Music score by Harry Sukman

Director of photography: Harkness Smith

Art direction: George W. Davis and Charles K. Hegedon

Music supervisor: Harry Lojewski

Supervising film editor: John Dunning

Film editor: John B. Rogers

Assistant directors: Maurice Vaccarino and Tom McCrory

Set decoration: Henry Grace and Steve Potter

Recording supervisor: Franklin Milton

Sponsors and agencies: Various

Produced by Arena Productions in association with Metro-Goldwyn-Mayer Television.

Origination: MGM Studios, Culver City, Calif.

NBC Press representatives: Bob Bowen (Burbank) and Leonard Meyers (New York)

NBC COLOR TELEVISION NEWS



SHIRLEY BOOTH WILL BE BACK FOR THIRD SEASON AS 'HAZEL,'
WORLD'S MOST FAMOUS MAID, SEPT. 19 ON NBC-TV

Shirley Booth returns for the third consecutive season to star in "Hazel," NBC-TV's popular color series Thursday, Sept. 19 (9:30 to 10 p.m. NYT).

In her portrayal of "Hazel," the world's most famous maid, the distinguished actress has changed Thursdays from the traditional domestic's night "out" to her night "in."

"Hazel," based on Ted Key's Saturday Evening Post cartoon character, premiered on the NBC-TV Network Sept. 28, 1961.

Miss Booth plays the humorous "domestic engineer" who is the uncrowned queen of the Baxter household. Don DeFore and Whitney Blake co-star as George and Dorothy Baxter. They are the employers of the outspoken maid who not only runs their home and their lives, but also loves to chase fire engines, play billiards, go bowling, give a helping hand to the mailman -- and puncture stuffed shirts.

George Baxter, top corporation lawyer, is used to making decisions, but in his home he stands by as Hazel knocks his logic to pieces, does things her way, and proves him wrong.

Bobby Buntrock is featured as the Baxter's young son, Harold, who is Hazel's pal.

Miss Booth, one of the nation's most sought after actresses, and a winner of the Academy Award plus dozens of other theatrical honors, had turned down all offers to appear on a regular television series until presented with the "Hazel" scripts.

(more)

"I fell in love with that wonderful character," says Shirley Booth. "Hazel has warmth and a vibrant spirit. I like her."

Harry Ackerman is executive producer of the series. "Hazel" is filmed at Screen Gems Studios in Hollywood under the direction of William D. Russell. It is sponsored by The Ford Division of the Ford Motor Company through the J. Walter Thompson Company agency.

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NBC-New York, 8/22/63

NBC COLOR TELEVISION NEWS



August 22, 1963

CREDITS FOR 1963-64 'HAZEL' COLOR BROADCASTS ON NBC-TV

Time: Resuming its third season of NBC-TV color broadcasts, Thursday, Sept. 19 (9:30 to 10 p.m. NYT)

Starring: Shirley Booth as Hazel

Co-starring: Don DeFore as George Baxter, Whitney Blake as Dorothy Baxter.

With: Bobby Buntrock as Harold Baxter.

Format: The humorous adventures and misadventures of America's favorite maid, Hazel, the uncrowned queen of the Baxter household.

Premiere episode: Potluck a la Mode

Supporting cast (premiere show): Philip Ober as Addison Sudley
Russell Collins as Mr. Butterworth
Virginia Gregg as Lydia Sudley
Helene Heigh as Mrs. Butterworth
Chuck Webster as the Sudley's chauffeur.

Executive producer: Harry Ackerman

Producer: Henry Fonda

Director: William D. Russell

Writer: Various (Ted Sherdeman and Jane Klove, premiere show)

(more)

2 - 'Hazel' Credits

Created by: Ted Key (based on "The Saturday Evening Post"
character)

Director of
Photography: Frederick Gately, A. S. C.

Art director: Ross Bellah

Film Editor: Asa Clark

Set Decorator: Louis Diage

Make-up supervision: Ben Lane, S. M. A.

Music supervision: Edward J. Forsyth

Music editor: Rocco A. Moriana

Assistant director: Herb Wallerstein

Theme by: Sammy Cahn and James Van Heusen

Sponsor (and agency): The Ford Division of the Ford Motor Co.
(J. Walter Thompson)

Origination: Filmed at Screen Gems, Hollywood, Calif.

NBC Press
Representatives: Jane Ober, Burbank; Leonard Meyers, New York.

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NBC-New York, 8/22/63

NBC COLOR TELEVISION NEWS



SEVEN "PERRY COMO'S KRAFT MUSIC HALL" SPECIALS

SET FOR NBC-TV NETWORK IN 1963-64 SEASON

Seven "Perry Como's Kraft Music Hall" music-variety specials, starring Perry Como and produced by his Roncom Productions Inc., will be presented on NBC-TV during 1963-64 in a new Thursday (10-11 p.m. NYT) day and time period. (As announced, Como's premiere show Oct. 3 will originate at Pittsburgh's Civic Arena and will be telecast in black-and-white. Guest stars will be June Allyson, George Burns, Cyd Charisse and Allan Sherman.)

The Perry Como specials (most in color) will pre-empt programs of "Kraft Suspense Theatre" which, with "Perry Como's Kraft Music Hall, represents the all-new Kraft television programming on NBC for the new season.

Two of the "Perry Como's Kraft Music Hall" specials will be broadcast in 1963. The first will launch the new Kraft programming Thursday, Oct. 3. The remaining five will be presented throughout the season.

Como's return to NBC-TV marks his ninth year of full-hour NBC-TV shows, his fifth year of color broadcasts for the same sponsor, and his 16th year as a TV performer -- a career he began when his three-times-a-week NBC Radio series (that premiered in 1944) also was presented on NBC-TV beginning in 1948. "Perry Como's Kraft Music Hall" has been presented on NBC-TV since 1959.

The agency for Kraft is J. Walter Thompson Co.

-----o----- NBC-New York, 8/22/63

NBC COLOR TELEVISION NEWS



'KRAFT SUSPENSE THEATRE' (FULL-HOUR DRAMAS IN COLOR)
AND 7 PERRY COMO 'MUSIC HALL' SPECIALS IN ALL-NEW
KRAFT PROGRAMMING THURSDAY NIGHTS ON NBC-TV

"Kraft Suspense Theatre," a major series of hour-long dramas in color, and seven "Perry Como's Kraft Music Hall" specials, will comprise the all-new Kraft television programming for the 1963-64 season on the NBC-TV Network.

Produced by Como's Roncom Films in association with MCA at Revue Studios, "Kraft Suspense Theatre" will be seen in the new Kraft time period, 10-11 p.m. Thursdays (NYT).

"Perry Como's Kraft Music Hall" specials starring Perry Como will be produced by his Roncom Productions Inc. Two of the Como specials will be telecast in 1963. The first will start the new programming Thursday, Oct. 3. The remaining five will be presented throughout the season.

The first show of "Kraft Suspense Theatre" will be seen Thursday, Oct. 10.

"Kraft Suspense Theatre" will be filmed under supervision of Roy Huggins, Vice President of Revue, who said that "the basic aim of the series will be to deliver dramatic entertainment with original, meaningful and provocative themes, consistently presented through action and suspense."

Robert Altman, Robert Blees and Frank Telford will produce the series, Huggins announced.

(more)

The first segment to start shooting will be "The Case Against Sergeant Stryker," an original two-part teleplay by Selig Lester. An extensive casting search to fill seven major roles is currently under way.

Also in various stages of development are more than a dozen properties, including three novels, "Killer on the Turnpike" by William P. McGivern, "Only One Day Left" by John Philip Cohane and "The Profane Comedy" by James Patrick.

Original scripts set for the series include "The Fox Hunt" by John D. F. Black, "See No Evil" by Andy Lewis, "The Imperfect Crime," by Dean Hargrove, "The Ordeal of Edward Smalley" by David Moessinger and "Some Day the War Will be Over" by Gordon Russell.

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NBC-New York, 8/22/63

NBC COLOR TELEVISION NEWS



CREDITS FOR 'KRAFT SUSPENSE THEATRE' ON NBC-TV

Time: NBC-TV color broadcasts, Thursdays
(10-11 p.m. NYT), premiering Oct. 10

Format: Series of hour-long, suspenseful dramas, most
of them originals

Stars: Various

Produced by Roncom Films in association with MCA at
Revue Studios

Executive in Charge: Roy Huggins, Vice President, Revue Studios

Produced by Robert Altman, Robert Brees and Frank Telford

Directors: Various

Writers: Various

Sponsors: Kraft Foods Division, National Dairy Products

Agency: J. Walter Thompson Inc.

Filmed at Revue Studios, Universal City, Calif.

NBC Press
Representatives: Bill Kiley, Burbank, and Al Cammann, New York

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NBC-New York, 8/22/63

August 23, 1963

PONTIAC BUYS COMPLETE SPONSORSHIP OF OCT. 3 'TODAY'
AND 'TONIGHT' TO INTRODUCE ITS 1964 LINE

To introduce its 1964 line of autos, the Pontiac Division of General Motors Corp. has purchased complete sponsorship of NBC-TV's "Today" show and "The Tonight Show Starring Johnny Carson" for Thursday, Oct. 3, it was announced today by William F. Storke, Director, Participating Program Sales.

The Pontiac buy is unique in that no advertiser has previously bought total sponsorship of both programs for one day. Pontiac's participation in both "Today" and "Tonight" will continue through March.

The entire "Today" show Oct. 3 will be devoted to a salute to playwright-composer-actor Noel Coward who will appear on the telecast. Other guests on the show include Bea Lillie, Sally Ann Howes and Skitch Henderson, who will conduct the music.

"Tonight" of this date has already signed Victor Borge as one of Johnny Carson's guests.

The Pontiac order was placed through McManus, John & Adams.

("Today" is telecast 7 to 9 a.m. EDT, and "Tonight" is presented in color 11:15 p.m. to 1:15 a.m. EDT).

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NBC'S MARION STEPHENSON TO ADDRESS WOMEN EXECUTIVES'

SEMINAR AT THE UNIVERSITY OF ILLINOIS

Marion Stephenson, Vice President, Administration, NBC Radio Network, will be a guest speaker at the Seminar for Women Executives sponsored by the Executive Development Center, College of Commerce and Business Administration, University of Illinois, and the Business and Professional Women's Foundation. The seminar (Sept. 1-7) will be held at the University of Illinois in Champaign.

Miss Stephenson, first woman to become an NBC Vice President and the recent recipient of an honorary degree of Doctor of Science in Business Administration from Bryant College, will address the seminar Sept. 3 on "The Art and Science of Management."

Integrated into Miss Stephenson's talk will be taped discussions by Pauline Frederick and John Chancellor. They will speak, respectively, on "The Status of Women in Government in the U. S. and Abroad" and "The Lot of the Woman in the Common Market in Western Europe."

Miss Stephenson's address will include a perusal of attitudes women should adopt in their jobs, innate womanly skills and abilities; and the everyday utilization of skills. A question-and-answer period will follow her talk.

-----o----- NBC-New York, 8/23/63

NBC TELEVISION NETWORK NEWS

August 23, 1963

'NBC NEWS ENCORE' SERIES SET FOR SUNDAY AFTERNOONS

Fall Repeat Showings of Nine Distinguished Specials

Will Begin with 'The Tunnel' on Oct. 20

"The Tunnel," the most honored single television program of the past season, will be the first in a series of repeat showings of nine distinguished actuality specials on NBC-TV on Sunday afternoons this Fall, starting Oct. 20.

The series, titled "NBC News Encore," will include "A Tour of the White House," "Vincent Van Gogh: A Self-Portrait" and two of David Brinkley's urbane and witty "Our Man In..." travelogues. Six of the nine programs will be in color.

"The Tunnel" will be presented on Sunday, Oct. 20 from 3:30 to 5 p.m. NYT and the other eight programs will be telecast Sundays from 3-4 p.m. NYT. The series will be withheld on Dec. 8 for one of the four color specials in the new NBC children's theatre series.

NBC News correspondent Robert Abernethy, who was on-the-air editor of the weekly "Update" news series for teenagers and was writer-narrator of "Who Goes There?" (a special on Communism), will introduce and conclude each actuality special, establishing its relationship to the current world scene.

(more)

George Heinemann, Manager of Public Affairs, NBC News, is executive producer of the "Encore" series.

A Sunday afternoon viewing thme was chosen so that secondary school students -- as well as adults who had missed the previous showings -- could see these outstanding programs. Special study guides relating to the programs will be mailed to 70,000 secondary public and private school social studies teachers throughout the country.

The schedule follows:

Oct. 20 -- "The Tunnel," the 90-minute program documenting an underground escape from East Berlin, which attracted an estimated audience of 32,000,000 viewers when it was first shown on NBC-TV Dec. 10, 1962. It won the Emmy Award for "Program of the Year," two additional Emmys and seven other major awards. Reuven Frank was producer and NBC News correspondent Piers Anderton was on-the-scene reporter and narrator.

Oct. 27 -- "Vincent Van Gogh: A Self Portrait," a color program retracing the life of the renowned artist in his own words and through his drawings and paintings -- many of them filmed for the first time. Lee J. Cobb speaks Van Gogh's words and Martin Gabel is narrator. The program has an original score by Jacques Belasco. It was written and produced by Lou Hazam. Originally presented Nov. 17, 1961, it won numerous honors including an Emmy and a Peabody Award.

Nov. 3 -- "A Country Called Europe," an examination of the Common Market and the changes it has brought to the lives of 168,000,000 Europeans. John Chancellor is on-the-air reporter of this color tele-

(more)

cast, produced by Reuven Frank and originally presented March 3, 1963.

Nov. 10 -- "The Great War," the "Project 20" television classic re-creating World War I through rare archive film, narration and nostalgic music of the era. Alexander Scourby is narrator and Robert Russell Bennett composed its original score. First presented Oct. 16, 1956, it was repeated July 4, 1961.

Nov. 17 -- "Our Man in Hong Kong," David Brinkley's tour of Britain's teeming Crown Colony of Hong Kong, a city of contrasts where luxurious merchants' palaces overlook refugee hovels -- a landbound community adjoining a floating city of sampans. Reuven Frank produced this color program, which first was telecast March 21, 1961.

Nov. 24 -- "The Land," a color program in which Chet Huntley examines the plight of the small farmer and the vast technological revolution that is driving him off the land into the city. The program was written by Huntley and William B. Hill, produced by Reuven Frank. The original telecast was March 13, 1962.

Dec. 1 -- "Our Man in Andorra, San Marino, Monaco, Liechtenstein and SMOM," a visit by David Brinkley to the five smallest countries of Europe, including the Sovereign Military Order of Malta (or SMOM). This program originally was presented last Jan. 28 as a special expanded one-hour color television edition of "David Brinkley's Journal."

(more)

Dec. 15 -- "Japan: East Is West," an examination of the turbulent social, economic and cultural revolution Japan is undergoing because of the impact of the West. Edwin Newman narrates this color broadcast which was produced by Lou Hazam and has an original score by Urato Watanabe. The program was first presented Dec. 4, 1961.

Dec. 22 -- "A Tour of the White House," Jacqueline Kennedy, wife of President Kennedy, is hostess and guide on this visit to the Executive Mansion and points out the progress which has been made in restoring a sense of history and art to the building's decor. The program was first presented on CBS and NBC Feb. 14, 1962, and on ABC Feb. 18, 1962. An estimated 56,000,000 viewers saw the special when it was initially shown on the three networks.

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NBC-New York, 8/23/63

ASSIGNMENTS LISTED FOR NBC NEWS' COMPREHENSIVE
TV AND RADIO COVERAGE OF CIVIL RIGHTS MARCH

FOR RELEASE MONDAY A.M., AUG. 26

NBC News has assigned eight correspondents to be stationed at various positions along the line of march for the NBC-TV coverage of the civil rights March on Washington Wednesday, Aug. 28, Frank McGee will be anchorman.

On NBC Radio, a minimum of 15 special radio reports have been scheduled for broadcast throughout the day, with a preview of Wednesday's activities to be presented at 9:05-9:30 p.m. (EDT) on Tuesday, Aug. 27.

Other NBC News correspondents taking part in the TV coverage, and their locations, include Sander Vanocur at the White House, Nancy Dickerson and Martin Agronsky at the Washington Monument, Ray Scherer and Merrill Mueller at the Lincoln Memorial, and Robert Abernethy on Capitol Hill. Peter Hackes will report from the point on Henry Bacon Drive at Constitution Avenue where the parade turns toward the Lincoln Memorial. Herbert Kaplow will be in the line of march as a roving reporter.

NBC-TV has assigned seven cameras to cover the march, and will present two special programs Wednesday afternoon (2-2:25 p.m. and 4:30-5 p.m. EDT) and a 45-minute wrap-up of the day's highlights at 11:15 p.m. Chet Hagan is producing television coverage.
(more)

Anchorman for the special line-up of radio reports Wednesday will be Robert McCormick, with Jim Holton as producer. Reporting besides McCormick will be Ed Gough, Richard Harkness, Elie Abel, Robert Goralsky, Joseph Michaels, Russ Ward and Robert McNeil.

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NBC-New York, 8/23/63

PREMIERE

NBC TELEVISION NETWORK NEWS

RICHARD BOONE AND BETHEL LESLIE STAR IN FIRST 'RICHARD BOONE SHOW'

- - -
E. Jack Neuman Teleplay, 'Statement of Fact,' Tells Story
Of Ruthless Prosecutor and Woman Murder Suspect

Richard Boone and Bethel Leslie star as a ruthless prosecuting attorney and a woman suspected of murder in "Statement of Fact," premiere full-hour drama on "The Richard Boone Show" Tuesday, Sept. 24 (NBC-TV, 9 p.m. EDT).

The cast of the E. Jack Neuman teleplay includes six additional actors from the show's permanent company of 11 players. They are Warren Stevens, Jeanette Nolan, Harry Morgan, Ford Rainey, Lloyd Bochner and Guy Stockwell.

Prosecutor Chris Dale (Boone) learns from his aide, John Bradford (Rainey), that Mrs. Ellen Dudley (Miss Leslie) has been arrested on suspicion of murdering her husband. Dale uses all necessary tools and tactics to silence Sheriff Morrow (Stevens), who challenges his jurisdiction, and to force the woman to submit to an interrogation in the middle of the night.

Jeanette Nolan is featured as Ann Dale, the prosecutor's wife and Harry Morgan as Thayer, an opportunistic deputy sheriff. Bochner and Stockwell portray newspaper reporters.

This drama was produced by Buck Houghton and directed by Lamont Johnson.

PROGRAM HIGHLIGHT--SEPT. 24

THE RICHARD BOONE SHOW: "Statement of Fact."--
A prosecutor ruthlessly tries to get a confession from a beautiful murder suspect. Richard Boone and Bethel Leslie star. (Premiere)

-----o----- NBC-New York, 8/23/63

NBC COLOR TELEVISION NEWS



August 23, 1963

SEASON'S PREMIERE

WALT DISNEY CHOOSES TOP EUROPEAN CAST HEADED BY JEAN-PIERRE AUMONT
FOR TWO-PART ADVENTURE DRAMA, 'HORSE WITHOUT A HEAD,'
TO OPEN 1963-64 'WONDERFUL WORLD OF COLOR'

Walt Disney assembled top European talent, cast and crew to produce his first new show for the 1963-64 season, "Horse Without a Head," a two-part adventure drama Sundays, Sept. 29 and Oct. 6 (NBC-TV color broadcasts; 7:30-8:30 p.m. EDT), on "Walt Disney's Wonderful World of Color."

The premiere show depicts the efforts of a group of French urchins to foil a train robbery gang in present-day France.

Heading the international cast are film-and-stage star Jean-Pierre Aumont, Herbert Lom, Leo McKern, 12-year-old Pamela Franklin and Vincent Winter, 14. Aumont plays Inspector Sinet, a village police head who diligently investigates even the smallest of crimes -- including the "kidnaping" of a headless toy horse on wheels.

Lom portrays a continental master crook, Schiapa, who heads the robber gang. He is noted in England for his film roles as a villain.

(more)

McKern plays a swindling kitchenware peddler, Roublot, who joins the crooks. An Australian, McKern is noted for his stage, TV and movie work in England.

Widely acclaimed for her performance in "The Innocents," Pamela shares leadership of the youngsters with Vincent. The latter played the crippled boy in "Greyfriars Bobby" and has appeared in numerous films since his acting debut at the age of five.

T.E.B. "Tibby" Clarke, a leading English screenwriter whose popular successes include "Passport to Pimlico," "The Lavender Hill Mob, and "A Tale of Two Cities," wrote the teleplay for "Horse Without a Head." The story is based on the novel, "The 100,000,000-Franc Train Robbery," by French author Paul Berna.

Britain's Don Chaffey, who directed "Greyfriars Bobby" and "The Prince and the Pauper" for Disney, directed the new Disney presentation.

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NBC-New York, 8/23/63

NBC TELEVISION NETWORK NEWS

'INTERNATIONAL SHOWTIME,' STARTING NEW SEASON ON NBC-TV SEPT. 13,
WILL INCLUDE RUSSIAN STATE CIRCUS IN 1963-64 SCHEDULE

The third season of NBC-TV's spectacle series, "International Showtime," will start on Friday, Sept. 13 (NBC-TV Network, 7:30-8:30 p.m. NYT). Don Ameche will be in his familiar seat as program host. This year the program will present shows from several more cities that have not been originations before. Most of the shows will come from Europe, but there also will be three more color shows from Japan. The series is broadcast generally in black and white.

Ameche, producer Pat Plevin and a crew of about 25 go from city to city with a mobile tape unit, including directors, writers, lighting men, camera crew, tape editors and others. The programs are taped during actual performances to preserve the excitement of the arena. Ameche, seated among the spectators, tells the viewers about the circus or ice show or magic show, about the performers and some other interesting highlights of the show. Occasionally he gets in the act

Some of the familiar locales of the past will again be revisited, but all new shows and acts will be presented. None of the acts to be seen in the new season are repeats, though some of the performers have been seen in the first two seasons with different material.

As in the first two years, circus programs will predominate. But there will be many ice shows and magic acts as well as other specialties. The season also will include the Russian State Circus, which will be taped during its visit to the U. S. in the Fall.

-----o----- NBC-New York, 8/23/63

CREDITS FOR 'INTERNATIONAL SHOWTIME' ON NBC-TV

Title: "International Showtime"

Time: NBC-TV Network, Fridays, 7:30-8:30 p.m. NYT),
new season starts Sept. 13

Original starting date: Sept. 15, 1961

Origination: On location in various nations

Writer: Bruce MacDonell

Format: A spectacle series of circuses, ice shows,
magic shows taped during actual performances before an audience. The series offers programs taped in Europe, Japan, and one Soviet show on tour in the U. S. Don Ameche, as host, sits among the spectators of the shows.

Star: Don Ameche, host

Producer: Patrick Plevin

Executive Producers: Joseph Cates and Larry White

Sponsors: Various

NBC Press Representatives: Leonard Meyers, New York; Bob Bowen, Burbank.

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NBC-New York, 8/23/63

NBC COLOR TELEVISION NEWS



BOB HOPE IS STAR-HOST OF CHRYSLER-SPONSORED
DRAMA-VARIETY HOURS ON NBC TV IN 1963-64

Bob Hope begins his 26th year as an NBC star with a new television series that will bring the popular comedian into millions of homes on a weekly basis for the first time since his radio days.

Hope will be host and occasional star of 34 full-hour productions, mostly in color, sponsored by Chrysler Corporation starting Friday, Sept. 27 (8:30-9:30 p.m. NYT) on the NBC-TV Network.

Although Hope will be seen in every show, he will star in eight productions titled "Chrysler Presents a Bob Hope Special." Five of these will be comedy-with-music variety shows, and two will be filmed color presentations in which the comedian will be playing his first straight dramatic roles in TV.

The eighth will be a 90-minute program filmed during his annual tour of U. S. military bases somewhere overseas at Christmas. (NOTE: The itinerary of Hope's 1963 GI entertainment trip will be announced at a later date.)

Hope will be host of the remaining programs of varied formats including drama and comedy hours titled "Bob Hope Presents the Chrysler Theatre." One work for dramatization is "One Day in the Life of Ivan Denisovitch," the best-selling Soviet novel by Alexander Solzhenitsyn, which will be prepared and produced by the Academy Award-winning team of Clarence Green and Russell House.

(more)

Sponsored by Chrysler Corporation through Young and Rubicam Agency, the series will have Alan Miller as executive producer. The filmed shows will be produced in color at Revue Studios. The Hope variety shows, except the overseas program, will be taped at NBC's Color City, in Burbank.

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NBC New York, 8/23/63

NBC COLOR TELEVISION NEWS



August 23, 1963

CREDITS FOR 'BOB HOPE PRESENTS THE CHRYSLER THEATRE' ON NBC-TV

Time: NBC-TV color broadcasts, Fridays, 8:30 to
9:30 p.m. NYT, starting Oct. 4.

Host: Bob Hope

Format: A series of 26 color filmed full-hour
drama and comedy presentations with
top guest star talent, production and
writing teams from the entertainment
industry. ("Chrysler Presents a Bob
Hope Special," a series of eight black-
and-white programs -- six variety
productions and two dramatic -- will
star Hope in the same Friday time
period).

Executive Producer: Alan J. Miller

Producers: Dick Berg and others

Directors: Various

Writers: Various

Origination: Revue Studios, Universal City, Calif.

Sponsor (and agency): Chrysler Corporation (Young & Rubicam Inc.)

NBC Press Representatives: Bill Faith, Burbank; Al Cammann, New York

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NBC TELEVISION NETWORK NEWS

August 23, 1963

"HARRY'S GIRLS," COMEDY SERIES FILMED IN EUROPE,

WILL HAVE PREMIERE SEPT. 13 ON NBC-TV

"Harry's Girls," a filmed-in-Europe, half-hour situation comedy series, will have its premiere on NBC-TV Friday, Sept. 13 (9:30-10 p.m. NYT), with star Larry Blyden and three American beauties: Susan Silo, Dawn Nickerson and Diahn Williams.

Harry Burns is an American hooper with a pretty good vaudeville act. The only trouble with the act is that it is about thirty years out of date for American audiences. The snappy songs, dances and patter are still appreciated in Europe, however, as a bit of "Americana" and that is why "Harry's Girls" -- as the act is called -- is in Europe.

They play theatres and clubs in many European countries. In the act with Harry are three girls: brunette Rusty (Susan Silo) blonde Lois (Dawn Nickerson) and redhead Terry (Diahn Williams).

Rusty is apt to be over-romantic and gullible. Lois is a bit of an innocent. She is wide-eyed in certain respects and looks all over Europe for hot dogs. Terry is the most sophisticated and experienced of the three. Harry keeps watch over the girls, who are very talented in finding trouble. Now and then Harry comes a cropper too, and the girls have to give him a helping hand.

The programs are shot on location in Europe with the Riviera as home base. Interiors are filmed mostly in Nice and exteriors on-location on the Riviera, Rome, Paris and other locales.

(more)

Bits of the music and dance act will be seen from time to time, but only as they fit into the story. The program is not a musical in any sense, but a comedy program about four vaudevillians.

In the role of Harry is versatile star Larry Blyden. His many roles in comedy, drama and musical comedy on stage and TV ably equip him for the part of the fast talking, somewhat cynical Harry. Susan Silo, as Rusty, has been seen widely on TV in dramatic roles. She has been a singer and pianist since the age of four. Dawn Nickerson, as Lois, came from a theatrical family and played in her father's act. She has been in several musicals on and off Broadway. Diahn Williams, as Terry, is actually a fashion designer as well as a singer and dancer. She has been seen in night clubs and on TV.

Executive producer Joseph Stein, who also will be story editor, is one of TV's most successful comedy writers. Billy Friedberg, producer of the series, also is a top comedy writer and producer.

"Harry's Girls" is an MGM-TV production.

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NBC-New York, 8/23/63

CREDITS FOR "HARRY'S GIRLS" ON NBC-TV

Program Title: "Harry's Girls"

Time: Fridays, starting Sept. 13, 1963 (NBC-TV
Network, 9:30-10 p.m. NYT)

Format: A situation comedy series about an American
vaudeville act in Europe. The act is
owned by Harry Burns. He and three
girls, Rusty, Lois and Terry, have a
song and dance act, reminiscent of 30
years ago in this country.
The girls are young and pretty and
susceptible to romance.

Cast: Larry Blyden, Susan Silo, Dawn Nickerson and
Diahn Williams

Executive producer: Joseph Stein

Story Editor: Joseph Stein

Producer: Billy Friedberg

Writers: Stein, Friedberg and others

Director: Richard Kinon

Origination: Riviera and other European locations

Sponsor: The Colgate Palmolive Company

Agency: D'Arcy Advertising Inc.

NBC Press Representatives: Leonard Meyers, New York, and George
Marakas, Burbank

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NBC-New York, 8/23/63

NBC COLOR TELEVISION NEWS



August 23, 1963

'JACK PAAR PROGRAM' WILL BE BACK ON NBC-TV SEPT. 20

WITH LAST SEASON'S SUCCESSFUL FORMAT

"The Jack Paar Program" will start its second season of NBC-TV color broadcasts Friday, Sept. 20 (10-11 p.m. NYT). With its star, Jack Paar, acting as host, interviewer, monologist, comedian and "movie director," the series will retain the successful format which marked its first year.

Outstanding guests from the world of politics, religion, showbusiness, education and scientific research will be among guests scheduled. Among these are Arthur Godfrey, Lowell Thomas, George Gobel, Oscar Levant and many others. This past season has seen such public figures as former Vice President Richard M. Nixon, Senator Barry Goldwater, Senator Edward Kennedy and Lady Astor interviewed on the show.

The upcoming season will see similar coverage of the opinions of figures whose convictions vary widely, but who Jack feels are of continuing interest to the viewing public.

While such hardy perennials on the Paar guest roster as Alexander King, Jonathan Winters and Buddy Hackett will be returning to the program from time to time, Paar will continue to present newcomers to the American TV scene. This past season he presented in their American television debuts the cast of "Beyond the Fringe," French actor-singer Charles Aznavour and British comedian-singer Harry Secombe.

(more)

"The Jack Paar Program" will continue to be produced by Paar, with Paul Orr and Paul W. Keyes. The filmed features made by Paar himself in Africa and other exotic locations will again be presented, as will special films he will shoot in various places in the United States. The program will change from week to week -- never following the same format and largely unrehearsed (only musical numbers presented by entertainers such as Nat Cole, Earl Wrightson or Florence Henderson are rehearsed). All conversations are spontaneous.

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NBC-New York, 8/23/63

NBC COLOR TELEVISION NEWS



CREDITS FOR 'THE JACK PAAR PROGRAM' ON NBC-TV

Time: NBC-TV color broadcasts, Fridays, 10-11 p.m.
NYT (new season starts Sept. 20)

Star: Jack Paar

Original premiere date: Sept. 21, 1962

Format: Informal conversation, interviews, music
and special features

Produced by Jack Paar with Paul Orr and Paul W. Keyes

Directed by Hal Gurnee

Associate producer: Tim Cochran

Writers: Paul W. Keyes and Bob Howard

Program consultant: Robert Carmen

Musical director: Jose Melis

Scenic designer: Charles Rosen

Unit manager: Stewart MacGregory

Origination: NBC Studios, New York

Sponsors: Various

NBC Press representatives: Betty Lanigan (New York) and Herm Lewis
(Burbank)

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NBC-New York, 8/23/63

NBC TELEVISION NETWORK NEWS

August 23, 1963

NBC NEWS TO PRESENT TV SPECIAL ON ADMINISTRATION'S
TAX REFORM PROPOSALS; RAY SCHERER WILL BE HOST

What the administration's tax reform and reduction proposals will mean to the taxpayer will be explained on a special NBC News program on the NBC-TV Network Sunday, Sept. 1 (6:30-7 p.m. EDT).

Ray Scherer, NBC News' Congressional correspondent, will be host of the special telecast, which will pre-empt "Ray Scherer's Sunday Report."

The tax bill is currently being considered by the House Ways and Means Committee, which is expected to submit the tax legislation to Congress shortly. Last week, the committee voted in favor of most of the Administration's revised proposals to lower taxes and reform provisions for tax deductions. The special telecast will explain some of the key provisions of these proposals and how they will affect individual taxpayers in various income brackets as well as corporate taxpayers.

Also participating on the program, to be produced by Robert Asman, will be authorities on the tax legislation who will be interviewed by Scherer. Names of the guests will be announced.

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August 23, 1963

MAKING EACH PROGRAM A PRONOUNCED SUCCESS

- - -

Some Pointers from Reuven Frank of NBC News' "Huntley Brinkley Report"

Some years ago NBC News editors received a pronunciation guide in which Prague was pronounced to rhyme with "vague."

Reuven Frank, executive producer of the new, expanded "Huntley-Brinkley Report" (starting Monday, Sept 9, 7-7:30 p.m. NYT) recalled the guide in a recent memorandum on television news style.

"I do not remember anyone taking this book seriously," he wrote. "We concluded the whole work rhymed with vague and threw it away."

In the conviction that a news program -- with so many voices participating -- should aim at some consistency, Frank has now addressed to his staff a few observations on pronunciation and style. Following are some excerpts:

"Using some obviously foreign pronunciation for the name of a foreign place or person can do one of two things: it can prevent the audience from knowing where or whom you are talking about; or it can convince the audience you are showing off, itself something which will interest it, but distract it from what you are saying...

"If we are agreed not to say 'Paree' or 'Moskva,' the rest should follow. But somehow it doesn't. If 'Elisabethveel,' why not 'Louisveel'? People who earn their living talking should be able to

(more)

listen. If you listen, you will be able to hear for every place common in the news or in general conversation an established or emerging American pronunciation. That is the one we use...

"The word 'junta' or 'junto' entered the English language at least as early as the time of Charles the First, and was in use among the colonists before the American Revolution. Webster allows the pronunciation 'hoonta' only for the council which assisted the Spanish governor of the Phillippines or the Cuban groups which conspired against Spanish rule...

"I am sure it is not necessary to admonish you about the use of Homeric epithet. The 'oil-rich sheikdom of Kuwait' and 'breakaway Katanga province' have already become jokes. For a while it seemed we might have to live with 'crisis-prone Yemen'...

"Some of our 'quidnuncs' consider it 'pukkah' to use foreign words and phrases. They think it elevates them from the 'canaille' to some sort of Sanhedrin feuilletoniste.' This always leads them into 'culs de sac' which titivate my Schadenfreude.' For this reason, 'nilhil obsto.' Or, as we used to say down at the poolroom, 'gnothi seauton.'"

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NBC-New York, 8/23/63

NBC TELEVISION NETWORK NEWS-X-H

August 26, 1963

'A MAN NAMED MAYS' WILL BE ONE-HOUR NBC-TV SPECIAL
ABOUT THE SAN FRANCISCO GIANTS CENTERFIELDER

"A Man Named Mays," a full-hour special program about Willie Mays, the San Francisco Giants' centerfielder whom many baseball men have termed the greatest all-around player in the history of the game, will be presented on NBC-TV Sunday, Oct. 6, 10-11 p.m. EST, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

The program is being produced by Lee Mendelson Film Productions, San Francisco. It is the company's first network television program.

"A Man Named Mays" will chronicle the life of one of baseball's most talented players and will feature figures associated with Mays' career. Included will be Casey Stengel, Manager of the New York Mets; Leo Durocher, former Giant Manager and current Los Angeles Dodger coach; Alvin Dark, Manager of the Giants; Horace Stoneham, President of the Giants; Bobby Bragan, Manager of the Milwaukee Braves; and Ed Montague, the Giants' scout who discovered Mays in Birmingham, Ala.

Highlights of Mays' major-league career -- from when he broke-in in 1951 and was named "Rookie of the Year" to his last game of the current season -- will be presented. Included in the filmed highlights will be action shots of many of Mays' greatest plays, one being his catch of Vic Wertz's long fly ball in the 1954 World Series, the Giants against the Cleveland Indians.

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The program will be narrated by Charles Einstein, a life-long friend of Mays who has written two books about the Giants' superstar. Einstein is also the author of the best-selling novel, "A Flag For San Francisco," and he has written for motion pictures and television.

Through the cooperation of the San Francisco Giants and the National and American Leagues of Baseball, baseball scenes on and off the field have been filmed at sites never before filmed for network TV, such as the players' bench during a game and the umpires' dressing room. Sheldon Fay is Director of Photography.

The producers of the program have spent five months filming Mays' contemporary life on and off the field, and they will continue to follow his activities through September when the current season comes to a close.

Lee Mendelson of Lee Mendelson Film Productions is a former writer and producer with station KPIX, San Francisco. He was associated with that station's 1963 Peabody Award-winning programs "San Simeon" and "The Bridge Builders," cited as "best locally produced television programs."

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NBC-New York, 8/26/63

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

THOMAS A. McAVITY REJOINING NATIONAL BROADCASTING COMPANY
AS GENERAL PROGRAMMING EXECUTIVE FOR TELEVISION NETWORK

Thomas A. McAvity is rejoining the National Broadcasting Company as a general programming executive for the NBC Television Network, Mr. Mort Werner, Vice President, Programs, announced today. Mr. McAvity will report to Mr. Werner and the other reporting relationships within the Program Department will continue unchanged.

In his new position, Mr. McAvity will assist the NBC Television Network program officials in the review and development of new program concepts and formats.

"We are delighted with Mr. McAvity's decision to rejoin the National Broadcasting Company," Mr. Werner said. "His program experience over a period of more than thirty years, with networks, advertising agencies and as an independent producer, will be of great value to us as we proceed in our program plans for the future."

Mr. McAvity pointed out that, in his opinion, networks today offer the greatest opportunity for creative program development and innovation because of their willingness to commit substantial amounts of money and manpower for program production from all available sources.

Mr. McAvity entered broadcasting when he joined NBC as a radio producer in 1929. He held major program and sales posts at NBC from 1929 to 1932 and again from 1951 to 1957. He has served in top executive posts with Lord and Thomas, which later became Foote, Cone and Belding; CBS; Famous Artists Corporation; McCann-Erickson and J. Walter Thompson, and was for a while an independent producer and programmer. While with Lord and Thomas, he helped inaugurate the Bob Hope radio show which was broadcast on the NBC Radio Network.

NBC COLOR TELEVISION NEWS



August 26, 1963

THREE NEW PRODUCTIONS AND TWO REPEATS MAKE UP 15TH TV SEASON
OF THE NBC OPERA COMPANY; ENTIRE SCHEDULE WILL BE IN COLOR

Three new productions and two repeats will make up the 15th television season of the NBC Opera Company, it was announced by producer Samuel Chotzinoff.

Donizetti's "Lucia di Lammermoor," Wolf-Ferrari's "Secret of Suzanne" and Menotti's "Amahl and the Night Visitors" will be among the new productions. The repeats will be Menotti's "Labyrinth" which had its world premiere on NBC-TV last Spring and Bach's "St. Matthew Passion." The Bach work was offered last Easter season in two programs. This year it will be seen as one three-hour program.

"Amahl and the Night Visitors" will be redone with an entirely new cast, new sets and costumes. This Gian Carlo Menotti work, commissioned by NBC, was given its world premiere by the NBC Opera Company on Christmas, 1951. It has been telecast 13 times. There have been three boys in the role of Amahl, the remainder of the cast being the same. This year it will be taped in color. RCA Victor, which released a recording with the original cast, plans to make a new stereo recording with the new cast.

"Lucia di Lammermoor" is one of the more popular operas of the repertoire, but principally because it is a dazzling showpiece for the prima donna. Producer Chotzinoff plans to bring out the often

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passed over dramatic quality of the work, whose libretto is based on Sir Walter Scott's novel "The Bride of Lammermoor." "The Secret of Suzanne" is a one act comedy, with two singing and one non-singing character.

Menotti's "Labyrinth" which was commissioned by NBC, represented a great departure for the composer-librettist. It is a work that is symbolic, and uses some of the dramatic tools of surrealism. Bach's "St. Matthew Passion" will be repeated in its entirety. It is rare for this great choral and solo work to be given without cuts.

Director again will be Kirk Browning. Among the conductors are Alfred Wallenstein and Herbert Grossman. All of the presentations of the NBC Opera Company are given in English. This season all of the productions will be in color.

Casts for the new productions will be announced. Following is the schedule:

Labyrinth.....	Nov. 24, 1963 (2-3 p.m., EST)
Amahl and the Night Visitors..	Dec. 25, 1963 (9-10 p.m. EST)
Lucia di Lammermoor.....	Jan. 19, 1964 (2-4 p.m. EST)
The Secret of Suzanne.....	Feb. 23, 1964 (2-3 p.m. EST)
St. Matthew Passion.....	March 22, 1964 (1-4 p.m. EST)

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NBC-New York, 8/26/63

NBC TELEVISION NETWORK NEWS

August 26, 1963

HEADLINE PERSONALITIES AND EVENTS RELATING TO NEGROES' STRIVING FOR EQUALITY ARE COVERED IN "THE AMERICAN REVOLUTION OF '63," THREE-HOUR NBC NEWS SPECIAL OF MONDAY NIGHT, SEPT. 2

The five major fronts on which Negroes are striving for equality, the weapons being used by both sides in the struggle and what has been accomplished to date will be shown in "The American Revolution of '63," NBC-TV's three-hour comprehensive examination of the civil rights issue Monday, Sept. 2 (7:30-10:30 p.m. EDT).

NBC News correspondent Frank McGee will be anchorman of the program, which will cover more than 75 places across the nation and present the different points of view of the leaders of civil rights movements, their opponents and critics, public officials, and other well-known persons in the fields of labor, education, religion and the arts.

McGee will be supported by virtually the entire NBC News organization. Correspondents appearing on the program will include Chet Huntley, David Brinkley, Richard Valeriani, Ray Scherer, Sander Vanocur, Herbert Kaplow, Bob Teague and Tom Pettit. Robert Northshield and Chet Hagan are co-producers of the program. Robert Asman is producing the Washington coverage.

"The American Revolution of '63" will examine the causes of this revolution, its nature and the effects of it. The program will explain why a situation that is older than the republic and nationwide in scope is reaching a climax in 1963.

(more)

2 - Civil Rights

In alphabetical order -- from Albany, Ga., to Washington, D.C. -- the three-hour study will visit the scores of geographic locations marking important developments in the civil rights movement. Nine NBC News camera crews traveling throughout the country are filming the places, people and events that tell the story.

Supplementing the live and current film coverage, the program will use a variety of historical materials including rare film showing the treatment of the Negro in the U. S. as far back as 1915.

The five main areas in which Negroes are seeking equality are public accommodation, housing, voting, jobs and education. The first of these will be covered in visits to Birmingham and Cambridge, Md. Coverage in Chicago will show the struggle for equal housing. Doddsville, Miss., the home of Senator James O. Eastland, will be the dateline for an examination of a one-party, one-race electorate. Coverage of this voting issue will span many areas in the country and include statements by several Congressmen. A study of equal job opportunity will feature a report by NBC News reporter Bob Teague of his experiences on a picket line in Elizabeth, N. J., and statements from labor leaders. Nearby Englewood, N. J., will be the starting point for examining segregation and desegregation in schools.

Showing all the weapons that have been used in the "revolution" -- to achieve equality and to prevent it -- the program will trace developments in the Freedom Rides along the route from Birmingham to Montgomery, Ala., to Jackson, Miss.; will visit Greensboro, N. C., where the sit-ins began; will view the Black Muslims in Harlem; will show federal intervention in Little Rock, Ark., and report on killings in Keener, Ala., and Lexington, N. C.

(more)

3 - Civil Rights

Reporting on how the civil rights movement has progressed, the telecast will report on the peaceful integration of Oklahoma City and Atlanta, Ga., two major cities formerly segregated; will show how Nashville, Tenn., and New Orleans solved their problems; will point out the victory for integration at the University of Mississippi -- and its high price -- and will show the victory for segregation in Prince Edward County, Va. Chet Huntley will describe how Negroes were viewed during his youth in Reedpoint, Mont.

A major segment of the program will focus on Washington. Ray Scherer will discuss the history of past civil rights legislation and the 1963 Congressional struggle with the problem. David Brinkley will trace Supreme Court actions throughout the nation's history. Sander Vanocur will report on the role of the executive branch of government.

Dozens of nationally known personalities will present their points of view on aspects of the civil rights. The list of participants will include Dr. Martin Luther King Jr., Roy Wilkins, executive secretary of the National Association for the Advancement of Colored People, and other leaders of civil rights movements; Governor George C. Wallace of Alabama, Governor Nelson A. Rockefeller of New York, Senator Barry M. Goldwater of Arizona and other public officials; James H. Meredith; Jackie Robinson; Walter P. Reuther, president of the United Auto Workers; William Simmons, executive director of the Citizens' Councils of America, and many others representing the varying approaches to the issue that public opinion has taken throughout the nation.

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NBC-New York, 8/26/63

LIVE COVERAGE OF CIVIL RIGHTS MARCH ON WASHINGTON TO BE FED
BY NBC-TV (VIA TELSTAR II) TO 11 EUROVISION NETWORKS

Live coverage of the civil rights march on Washington Wednesday, Aug. 28, will be fed by NBC-TV via Telstar II to 11 national networks who are members of Eurovision.

The Telstar II feeds will be picked up by both the British and French reception points twice on Wednesday -- between 11:17 a.m. and 1 p.m. and 3:21 and 5:18 p.m. (EDT) -- for transmission into eight countries via Eurovision.

NBC-TV will relay the three-network pool coverage in Washington to Telstar II. The Eurovision networks requesting the transmissions include two each in England and Germany and others in the Netherlands, Denmark, France, Sweden, Norway, Switzerland and Italy.

At the same time, NBC News has scheduled its live coverage of the march Wednesday to begin at 11:30 a.m. (EDT), the time the march is scheduled to get under way. It will broadcast two special programs Wednesday afternoon -- at 2-2:25 p.m. and at 4:30-5 p.m. -- with a review of the events of the day to be carried 11:15 p.m. until 12 midnight (EDT).

The coverage, which will also include live inserts in regular programs as events occur throughout the day, is being produced by Chet Hagan, NBC News. Frank McGee will be anchorman and other NBC News correspondents who will cover the parade at various points are Sander Vanocur, Nancy Dickerson, Martin Agronsky, Herb Kaplow, Peter Hackes, Ray Scherer, Merrill Mueller and Robert Abernethy.

NBC COLOR TELEVISION NEWS



August 26, 1963

CREDITS FOR 'THE ANDY WILLIAMS SHOW' ON NBC-TV

Time: NBC-TV series of 12 color specials
on various Tuesdays (10-11 p.m.
NYT) starting Sept. 24

Star: Andy Williams

Format: Full-hour musical-variety programs
featuring Williams as star and
host with top-name guest stars.

Producer: Bob Finkel

Director: Bob Henry

Writers: Phil Sharp, Don Hinkley and Harry Crane

Music Conductor: Dave Grusin

Choreographer: Nick Castle

Associate Producer: Norman Morrell

Choral Director: George Wile

Art Director: Edward Stephenson

Unit Manager: Jerry McPhie

Production by Barnaby Productions, Inc.

Sponsor (and agency): The Sperry and Hutchinson Co. for S & H
Green Stamps (Sullivan, Stauffer,
Colwell & Bayles Inc.)

Origination: NBC Color Studios, Burbank, Calif.

NBC Press Representatives: Herm Lewis, Burbank; Al Cammann,
New York

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NBC TELEVISION NETWORK NEWS

SEASON PREMIERE

August 26, 1963

'INTERNATIONAL SHOWTIME' STARTS THIRD NBC-TV SEASON

WITH 'THE MARVELOUS MUNICH CIRCUS'

"International Showtime" starts its third season on the NBC-TV Network Friday, Sept. 13 (7:30-8:30 p.m. NYT), with a presentation of "The Marvelous Munich Circus," a production of the Circus Krone, taped in Munich, Germany. Don Ameche again is host.

The spectacle series which is filmed and taped abroad, is produced by Patrick Plevin. Joseph Cates and Larry White are executive producers. Scripts are written by Bruce MacDonell.

For the opening of the first new permanent circus building erected in Europe since World War II, the Circus Krone created a special new show, which is presented as this series' season premiere. They are:

Rudy Horn -- Juggler.

The Francescos -- One of Europe's greatest clown acts.

Walter Kupial and Eight Bengal Tigers -- Daredevil tiger act.

Bronleys and the Space Rocket -- A mother and son in an aerial rocket act, with mother spinning at great speed, held only by a bit in her son's mouth.

Chrystel Sembach-Krone -- High school riding.

All of the acts in the new season are new acts, though some of the performers have been seen in other acts during previous seasons.

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NBC COLOR TELEVISION NEWS



August 26, 1963

SONNY TUFTS IS GUEST STAR IN 'RIDE A DARK TRAIL,'

NEW SEASON'S PREMIERE OF 'THE VIRGINIAN'

Guest star Sonny Tufts joins series regular Doug McClure in "Ride a Dark Trail," the 1963-64 season premiere of NBC-TV's 90-minute color series, "The Virginian," Wednesday, Sept. 18 (7:30 p.m. EDT). The story recounts how Trampas came to the Shiloh Ranch -- with the intention of killing Judge Garth (Lee J. Cobb).

Frank Trampas (Tufts), a worthless gambler, bails his young son (McClure) out of jail on a drunkenness charge and promises to buy a ranch and set the boy on the right path. But the father, in a fit of temper, attacks Judge Garth who is forced to kill him in self-defense. Befriended by the Virginian (James Drury), young Trampas is hired as a ranchhand by Judge Garth, who is unaware that this is the boy whose father he killed. "Ride a Dark Trail" was produced by Frank Price and directed by John Peyser from a teleplay by E. M. Parsons.

PROGRAM HIGHLIGHT--SEPT. 18

THE VIRGINIAN: "Ride a Dark Trail." Trampas joins Shiloh Ranch, vowing to murder Garth.
(Season Premiere)

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NBC COLOR TELEVISION NEWS



August 26, 1963

'JOEY (BISHOP) AND MILTON (BERLE)
AND BABY MAKES THREE'

Television veteran Milton Berle will be the guest star and poses as an authority on babies and delays a show's rehearsal in "Joey and Milton and Baby Makes Three," the premiere episode that will start the third season of "The Joey Bishop Show" color series on NBC-TV Saturday, Sept. 14 (8:30-9 p.m. EDT).

Further details about the premiere episode and the series are included in this mailing.

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PEGGY CASS, KITTY CARLISLE AND MILT KAMEN TO BE FIRST WEEK'S
GUEST CELEBRITIES ON 'MISSING LINKS' SERIES

Peggy Cass, Kitty Carlisle and Milt Kamen will be the guest celebrities for the first week when "Missing Links," a new Monday-through-Friday game show, premieres on NBC-TV Monday, Sept. 9 (in color, 11:30 a.m. to 12 noon EDT).

They will try to supply the left-out words -- the missing links -- in the stories related by the contestants on the show. The program will star Ed McMahon as host.

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TWO FIVE-YEAR-OLDS--ONE FROM N. Y., ONE FROM LOUISIANA--WIN
PRIZES FOR THEIR OWN (AND "CONCENTRATION'S") BIRTHDAY

Two five-year-olds from New York and Louisiana celebrated their birthdays with an array of prizes won for them by guest stars Mitch Miller and Merv Griffin on NBC-TV's "Concentration" today (Monday, Aug. 26).

Some time ago, "Concentration" host Hugh Downs asked any child born Aug. 25, 1958 -- the date "Concentration" made its network debut -- to send a postcard to the show. Some 4,990 did, about 42 per cent of those youngsters born in the U. S. this date.

On the program, the names of the two winners were drawn from 20 finalists. Merv Griffin picked Janet L. Cokley of Bethpage, N.Y., and Mitch Miller selected Howard R. Kelly Jr. of New Orleans.

The winners were to receive whatever prize their respective celebrities won. But Hugh Downs declared the game a draw and each child won a set of prizes.

The prize list included a car, piano, wardrobe, \$300 savings account, weekend in New York City, portable TV set, a miniature soda fountain, and stuffed toys.

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NBC-New York, 8/26/63

NBC TELEVISION NETWORK NEWS

August 26, 1963

ADVENTURES OF YOUNG OFFICER IN PEACETIME MARINE CORPS
ARE DRAMATIZED IN 'THE LIEUTENANT,' NEW NBC-TV SERIES

"The Lieutenant," a new full-hour drama series about the adventures of a young officer in the peacetime Marine Corps, will be presented on the NBC-TV Network Saturdays (7:30-8:30 p.m. NYT) starting Sept. 14.

Gary Lockwood stars as Lt. Bill Rice, a recent Annapolis graduate who intends to devote his life to service in the United States Marine Corps. Robert Vaughn co-stars as Capt. Ray Rambridge. Steve Franken co-stars as Lt. Samwell "Sampan" Panosian and Chris Noel is featured as a "roaming regular" in various episodes. Guest stars will appear in all episodes.

The series is set in peacetime. "There will be no combat action -- even in flashback scenes," says the program's creator-producer, Gene Roddenberry. "This will be the story of a young man's growth in personality, not under the rather special drama of combat, but under the broader context of contemporary life and the many conflicts it imposes on every individual."

Executive producer of the series is Norman Felton, who has held the same position on two other highly acclaimed NBC-TV series, "Dr. Kildare" and "The Eleventh Hour."

Filmed at MGM-TV studios in association with NBC-TV, the dramas take viewers along as young Rice acquires the knack of handling men older and more experienced than himself, as well as lads of 17 and 18 who look up to him as "The Old Man."

(more)

Just as "Dr. Kildare" takes the viewer inside a hospital to see how a young intern learns his profession, "The Lieutenant" focuses on Lt. Rice as he undergoes the gradual transformation from a fresh-faced Annapolis graduate to a combat-ready Marine officer.

Although Southern California's Camp Pendleton Marine Base serves as the hub of the action, the young officer's training assignments and off-duty activities bring him into contact with people and situations in many different locales.

Periodic episodes show him in the rugged Sierra Nevada Mountains, on infantry liaison with a Marine air squadron and churning through the surf in a mock amphibious assault.

Attention also is paid to the off-post leisure hour pursuits of Lt. Rice, who, like other high-spirited young men of his age, finds pretty girls a major, and pleasant, distraction.

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NBC-New York, 8/26/63

CREDITS FOR 'THE LIEUTENANT' ON NBC-TV
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Time:	Saturdays, premiering Sept. 14, 7:30-8:30 p.m. NYT
Star:	Gary Lockwood
Co-star:	Robert Vaughn
Recurring character:	Steve Franken
Format:	Drama series about the adventures of a peacetime Marine Corps officer.
Executive producer:	Norman Felton
Producer:	Gene Roddenberry
Associate Producer:	Del Reisman
Technical advisor:	Lt. Col. Clem Stadler
Directors:	Various
Writers:	Various
Assistant directors:	Erich Von Stroheim Jr. and Ray De Camp
Set decorators:	Henry Grace and Don Greenwald
Art directors:	George Davis and McClure Capps
Cameraman:	Fred Koenekamp
Music:	Jeff Alexander
Casting:	Bob Bowser
Supervising Editor:	Jack Dunning
Produced by	MGM-TV, in association with NBC-TV.
Sponsors:	Various
NBC Press Representatives:	Bill Kiley, Burbank; Bob Goldwater New York

SEASON PREMIERE

NBC COLOR TELEVISION NEWS



August 26, 1963

'THE JOEY BISHOP SHOW' STARTS THIRD SEASON ON NBC-TV
SEPT. 14; MILTON BERLE IS GUEST OF PREMIERE

Special guest star Milton Berle poses as a baby authority "second only to Dr. Spock" in the episode "Joey and Milton and Baby Makes Three" starting off the third season of "The Joey Bishop Show" color series Saturday, Sept. 14 (NBC-TV Network, 8:30-9 p.m. EDT).

The series stars nimble-witted, sad-eyed Bishop in the role of popular TV comedian Joey Barnes, and lovely Abby Dalton as his wife Ellie. Joey portrays host of a late night interview and variety show, similar to NBC-TV's "Tonight." Episode situations are triggered by the celebrities featured on Joey's show-within-the-show and by home life which this season introduces Joey's and Ellie's newly born son, Joey Barnes Jr.

Guest stars for the new season will include Danny Thomas, the Andrews Sisters, Buddy Hackett, Edgar Bergen, Phil Foster and Bobby Rydell, among others.

TV's youngest series regular, three-month-old Matthew David Smith, will be introduced in the second episode, Saturday, Sept. 21, in the role of Joey Jr. In private life, infant Matthew is the first-born of Miss Dalton (Mrs. Jack Smith).

(more)

Veteran character actress Mary Treen, seen last season infrequently as the maid, Hilda, returns this season as a weekly regular. Returning in weekly featured roles are Corbett Monica as Joey's writer, Larry, and cherubic funnyman Joe Besser as building janitor Jillson. Also returning in periodic roles will be Muriel Landers and Jane Dulo as ex-vaudevillians-turned-laundry operators.

In the premiere segment, "Joey and Milton and Baby Makes Three," written by Iz Elinson and Fred S. Fox, Joey fights a losing battle getting "Mr. Television" into the TV studio to rehearse for a guest appearance because Uncle Miltie is too busy supervising Joey Jr.'s homecoming from the hospital.

New as producer for the series is Milt Josefsberg, who last season served as script consultant and also will continue in this capacity. Eddie Rio has been named associate producer.

James V. Kern continues as director, marking his third season. The musical theme, "Joey," is by Sammy Cahn and James Van Heusen.

"The Joey Bishop Show" is color-filmed in the three-camera technique before a live audience at Desilu-Cahuenga studios in Hollywood. Production is by Bellmar Enterprises, with Danny Thomas as executive producer.

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NBC-New York, 8/26/63

NBC COLOR TELEVISION NEWS



CREDITS FOR 'THE JOEY BISHOP SHOW' ON NBC-TV

Seasonal premiere date: NBC-TV Network Friday, Sept. 14 in
color, 8:30-9 p.m. NYT

Starring: Joey Bishop as Joey Barnes

Co-starring: Abby Dalton as Ellie Barnes

With: Corbett Monica as Larry, Joe Besser as
Jillson, and Mary Treen as Hilda

Format: The on and off-camera life of TV
performer Joey Barnes who is host
and star of a "Tonight"-type inter-
view and variety program. Various
episodes will feature guest stars
as performers on his "show-within-a-
show" or as characters who become
involved in his domestic life.

Producer: Milt Josefsberg

Director: James V. Kern

Writers: Stan Dreben and Ralph Goodman, Fred
S. Fox and Iz Elinson, Ray Singer
and Dick Chevillat; Garry
Marshall.

Theme song: "Joey, Joey, Joey" by Sammy Cahn and
James Van Heusen

Sponsor and agency: P. Lorillard Company through Lennen and
Newell.

Origination: Filmed in three-camera technique with
audience at Desilu Studios,
Hollywood.

NBC Press representatives: Bill Faith (Burbank); Betty Lanigan
(New York).

-----o----- NBC-New York, 8/26/63

NBC COLOR TELEVISION NEWS



August 26, 1963

30 FEATURE FILMS PRODUCED IN 1950-60 SCHEDULED
FOR 'SATURDAY NIGHT AT THE MOVIES' ON NBC-TV

"Saturday Night at the Movies" -- which two years ago became a Saturday-night-at-home fixture in the nation's living rooms -- has been renewed for a third season on the NBC-TV Network starting Sept. 21 (9-11 p.m. NYT) with a new package of 30 attractions, most of them in color.

Consistently one of the country's top-rated television attractions, "Saturday Night at the Movies" will present feature films produced during 1950 to 1960 by 20th Century-Fox and Metro-Goldwyn-Mayer, headlining virtually every top Hollywood star of the past decade. The M-G-M package represents the first ever released by that firm for network television.

"Fine motion pictures of recent vintage like these -- in color, and never before exhibited on television -- represent desirable programming," said Walter D. Scott, Executive Vice President, NBC Television Network, adding:

"They give viewers in their homes the opportunity to enjoy major productions reflecting great creative resources and talents.

"The decision to continue 'Saturday Night at the Movies' next season was made because of the wide audience appeal of prestige films in prime evening time -- a programming concept pioneered by

(more)

2 - 'Saturday Night at the Movies'

NBC-TV after completion of long-term, multi-million-dollar agreements."

The selections for "Saturday Night at the Movies" will be made from such top films as:

"The Seven Year Itch" -- Marilyn Monroe and Tom Ewell.

"The Journey" -- Yul Brynner and Deborah Kerr.

"The Asphalt Jungle" -- James Whitmore, Marilyn Monroe and Sterling Hayden.

"Ask Any Girl" -- Shirley MacLaine and David Niven.

"Something of Value" -- Rock Hudson, Sidney Poitier and Wendy Hiller.

"Let's Make Love" -- Marilyn Monroe and Yves Montand.

"The Tall Men" -- Clark Gable, Jane Russell and Robert Ryan.

"The Diary of Anne Frank" -- Joseph Schildkraut and Millie Perkins.

"Untamed" -- Tyrone Power and Susan Hayward.

"The Imitation General" -- Glenn Ford and Red Buttons.

"Count Your Blessings" -- Deborah Kerr, Rossano Brazzi and Maurice Chevalier.

"The Left Hand of God" -- Humphrey Bogart, Lee J. Cobb and Gene Tierney.

"The Opposite Sex" -- June Allyson, Joan Collins and Joan Blondell.

"The View from Pompey's Head" -- Richard Egan and Dana Wynter.

"Handle With Care" -- Dean Jones, Thomas Mitchell and Joan O'Brien.

"Daddy Long Legs" -- Fred Astaire.

(more)

3 - 'Saturday Night at the Movies'

"A Man Called Peter" -- Richard Burton, Richard Todd and Jean Peters.

"Pony Soldier" -- Tyrone Power.

"The Girl in the Red Velvet Swing" -- Ray Milland.

"Lust for Life" -- Kirk Douglas, Anthony Quinn and Everett Sloane.

"Edge of the City" -- John Cassavetes and Sidney Poitier.

"The Band Wagon" -- Fred Astaire, Nanette Fabray, Oscar Levant and Cyd Charisse.

"Rally Round the Flag, Boys" -- Paul Newman and Joanne Woodward.

"Violent Saturday" -- Victor Mature and Sylvia Sydney.

"The Story of Three Loves" -- Kirk Douglas, Leslie Caron and James Mason.

"Young Man with Ideas" -- Glenn Ford, Denise Darcel and Ruth Roman.

"The Wings of Eagles" -- John Wayne, Ward Bond and Maureen O'Hara.

"It's a Dog's Life" -- Dean Jagger and Edmund Gwenn.

"Wild River" -- Montgomery Clift, Lee Remick and Jo Van Fleet.

"How to Be Very, Very Popular" -- Betty Grable and Robert Cummings.

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NBC-New York, 8/26/63

NBC COLOR TELEVISION NEWS



'EXPLORING,' RETURNING FOR SECOND SEASON OCT. 12,

OPENS NEW VISTAS TO CHILD VIEWERS ON NBC-TV

"Exploring," winner of three of broadcasting's highest awards in the field of children's programming, will return to the NBC-TV Network for its second season Oct. 12. It will be presented in a new time period, Saturdays from 1-2 p.m. NYT, and will again be telecast in color.

Dr. Albert R. Hibbs is host of this educational series for children, a presentation of NBC News. Craig Fisher is producer.

"Exploring" received a George Foster Peabody Award as "an outstanding TV series for youth and children," a Thomas Alva Edison Foundation Award as "best children's television program," and a first award given by the Institute for Education by Radio-Television of Ohio State University.

The citation accompanying the Peabody Award noted that "With taste, wisdom and imagination, 'Exploring' opens new vistas to the child viewer." The Ohio State Award was won in the Fine Arts and Humanities category. The citation read: "The 'Exploring' series could compete successfully in several categories, but in the Fine Arts and Humanities, this particular program is outstanding. Skillful selection of host, subject matter and visual materials are thoughtfully combined in a presentation paced so that the program is both fascinating and instrumental for young people."

(more)

In the 1962-63 season, "Exploring" used a "theme object" -- a piece of string or a lump of coal, for example -- to unite the six major areas of learning it covered. Instead of these objects, a person or a group of people will connect the various segments during the coming season. These unifying characters may be real or fictitious, historical or contemporary. One program will be built around Swift's Gulliver, another around famous explorers and still another around Frank Lloyd Wright.

"Exploring" will continue to deal with language, music, social studies and science, but geography will replace foreign languages and the Paul and Mary Ritts' puppets will not be restricted to the field of mathematics. The puppets will be used to comment on the manners and customs of an age or, in fact, any aspect of learning to which their humor and method of inquiry are well-suited.

"Our basic aim will remain the same, however," Fisher said. "We will attempt to stimulate rather than educate. We hope that children watching our program will ask 'why?' and then will go to their parents, their teacher or their library to find more information about whatever whets their curiosity."

David Wayne, Vincent Price, Glynis Johns and John Carradine are among the outstanding actors and actresses who will narrate the animated stories presented in the language segment. The music segments again will feature distinguished instrumental and dance groups.

-----o----- NBC-New York, 8/26/63

NBC COLOR TELEVISION NEWS



CREDITS FOR 'EXPLORING' ON NBC-TV

Time: NBC-TV Network, Saturdays, 1-2 p.m. NYT,
in color (Season premiere Oct. 12)

Host: Dr. Albert Hibbs

Format: Educational program for children
covering language, music,
mathematics, social studies,
geography and science.

Regular performers: The Paul and Mary Ritts' puppets

Producer: Craig Fisher

Director: Lynwood King

Associate Producer: Edward Scherer

Writer: Edward W. Walsh

Theme: "Harlequin March" by Paul Nassau

Origination: NBC-TV, New York

Sponsors: Various

Unit Manager: Joseph Hewes

NBC Press representatives: Howard Van der Meulen (N.Y.); George
Marakas (Burbank)

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NBC-New York, 8/26/63

NBC TELEVISION NETWORK NEWS

August 26, 1963

DIVERSIFIED TOPICS SCHEDULED FOR 'WATCH MR. WIZARD,'
CHILDREN'S SCIENCE SERIES, IN NEW SEASON ON NBC-TV

"Watch Mr. Wizard," NBC-TV's award-winning weekend science series for children, will begin a new season of fascinating and informative experiments Saturday, Oct. 12 (new time 2-2:30 p.m., NYT).

Now in its 13th year on NBC-TV, the program stars Don Herbert as Mr. Wizard. He is assisted on alternate weeks by Rita McLaughlin and Alan Howard, both 12 years old. Herbert is also the program's creator and has produced the series since it started on March 3, 1951.

Each week on the half-hour program, Herbert illustrates basic scientific principles through simplified but often dazzling demonstrations. During the past year, his topics have ranged from the science of orbiting to an exploration of pond water, from electronic music to tricks with mirrors.

Herbert is planning diversified and interesting topics for his 1963-64 schedule, including relativity, living fossils, radio control and glaciers.

"Watch Mr. Wizard" has continued to be successful after more than a decade, explains Herbert, because "we make the program fun and our demonstrations are always entertaining as well as instructive."

However, each program offers a good amount of serious content. "It's worth the half-hour of your time," says Herbert, "and when you have watched it, you find you have learned something." As a result, the program also is watched by many adults, as well as youngsters.

(more)

To make the program interesting for young viewers, Herbert uses familiar, everyday items in his demonstrations. During last season, for example, he used bowling balls and mixing bowls to make pendulums, and constructed an electric motor from a knife, fork, spoon and egg beater.

"We can explain almost any subject as long as we illustrate it with simple demonstrations that are readily understood," says Herbert.

Herbert's ability to explain complex scientific phenomena in lucid, elementary language has evoked enthusiastic response from critics and parents, as well as other viewers. A noted TV critic once wrote: "In my opinion, Don Herbert single-handedly is launching more children on scientific careers than all the elementary schools in the country put together."

And a short time ago, Herbert received a letter from a thankful parent explaining how their son became interested in science many years ago as a result of "Mr. Wizard's" influence and had now graduated college with degrees in electronic engineering and mathematics.

Over the years, "Watch Mr. Wizard" has won 17 national honors including two Thomas Alva Edison Foundation Awards as "The Best Science Television Program for Youth." Among other honors have been a Peabody Award and four Ohio State Awards. And this past season, the program was nominated for an Emmy Award for "Outstanding Program Achievement in the field of Children's Programming."

"Watch Mr. Wizard" is a public affairs presentation of NBC News and originates live from New York. Dr. Morris H. Shamos, Physics Department Chairman of New York University's Washington Square College, serves as adviser to Herbert and his staff.

CREDITS FOR 'WATCH MR. WIZARD' ON NBC-TV

Time: NBC-TV Network, Saturday afternoons,
2-2:30 p.m. NYT (new season starts
on Oct. 12 in this new time-
spot).

Creator, producer and star: Don Herbert as "Mr. Wizard."

On-the-Air Assistants: Rita McLaughlin and Alan Howard.

Format: A live science program for young people
which illustrates the magic and
mystery of science in everyday living
through simplified demonstrations that
illustrate basic scientific principles.

Original starting date: March 3, 1951

Point of Origination: NBC-TV Studios, New York.

Science adviser: Dr. Morris H. Shamos, Physics
Department Chairman, New York
University.

NBC Press representative: Stan Appenzeller (New York).

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NBC-New York, 8/26/63

NBC TELEVISION NETWORK NEWS

August 26, 1963

'DENNIS THE MENACE' TO BE SEEN ON NBC-TV
IN SATURDAY MORNING SPOT STARTING OCT. 5

"Dennis the Menace" will be a feature on the NBC Television Network starting Oct. 5. It will be broadcast Saturdays (11-11:30 a.m. NYT).

The series of half-hour situation comedies is inspired by the famous newspaper cartoons of Hank Ketcham. The mischievous exploits of Dennis are so well known that the title, "Dennis the Menace," has become a generic term to describe any youngster with a talent for dismaying family and neighbors.

Jay North stars in the title role. Harry Ackerman is executive producer and Winston O'Keefe is producer of "Dennis the Menace," a Screen Gems production.

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NBC TELEVISION NETWORK NEWS

'FURY,' CHILDREN'S ADVENTURE SERIES, IS NBC-TV SATURDAY MORNING FEATURE

For the ninth consecutive season, "Fury," the award-winning contemporary Western adventure series about a young boy and his horse, will be a Saturday morning (11:30-12 noon NYT) feature on the NBC-TV Network.

Filmed in the exciting outdoor setting of a Western horse ranch, the repeat series stars Bobby Diamond as Joey, a young city waif who was brought to Broken Wheel Ranch to be raised. Fury is a black stallion whom only Joey was able to tame. Other regulars in the cast are Peter Graves as Jim Newton, Joey's foster father who owns the ranch; William Fawcett as Pete, the ranch foreman; and Roger Mobley and Jimmy Baird as Joey's pals, Packy and Feewee.

Since its debut, "Fury" has consistently combined fast-paced drama with lessons on the value of such virtues as honesty, courage, good sportsmanship and civic responsibility. Individual episodes have stressed the importance of water safety, fire prevention and forest preservation as well as such organizations as the Red Cross, 4-H Clubs, Boy Scouts, S.P.C.A. and Junior Achievement. In recognition of its public service programming, the series has been commended by the National Education Association and has received citations from the Junior Achievement Program, U. S. Civil Defense Organization, United Community Funds and the California Safety Council.

-----O----- NBC-New York, 8/26/63

Fall, 1963

CREDITS FOR 'FURY' ON NBC-TV

Time: NBC-TV Network, Saturdays, 11-11:30 a.m. NYT

Format: Children's outdoor adventure series (repeat programs) about a young boy, Joey, and his horse, Fury, and set on a contemporary Western horse ranch. Fury owned and trained by Ralph McCutcheon

Stars: Bobby Diamond as Joey; Peter Graves as Jim Newton, Joey's foster-father and owner of the Broken Wheel Ranch; and William Fawcett as Pete, ranch foreman.

Featuring: Roger Mobley and Jimmy Baird as Joey's friends, Packy and Peewee

Executive Producer: Leon Fromkess

Producer: Irving Cummings Jr.

Director: Various

Series filmed at Iverson Ranch, Chatsworth, Calif.

Packed by International Television Corp.

Original Premiere Date: Oct. 15, 1955

Sponsors: Various

NBC Press
Representatives: Al Cammann (New York); Jane Ober (Burbank)

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NBC-New York, 8/26/63

NBC COLOR TELEVISION NEWS



'HECTOR HEATHCOTE SHOW' TO BE COLORCAST
ON NBC-TV STARTING SATURDAY, OCT. 5

The NBC Television Network will present "The Hector Heathcote Show" in color every Saturday morning (10-10:30 a.m. NYT) beginning Oct. 5.

"The Hector Heathcote Show" is a series of half-hour animated cartoon programs featuring segments of "Hector Heathcote," "Sidney the Elephant" and "Hashimoto." William Weiss is executive producer of the series which uses the voices of John Myhers and Dayton Allen.

Hector Heathcote -- in the storyline -- built the rowboat used by Washington to cross the Delaware; he was a minute-and-a-half man at Lexington; he was the blacksmith that tended Paul Revere's horse for the midnight ride; he was everywhere where history was made.

Sidney the Elephant is a lovable, clumsy, gentle beast of the jungle who knocks over forests without meaning to. Hashimoto is a formidable mouse whose knowledge of judo makes him a worthy opponent for any adversary.

The programs are products of Terrytoons, a subsidiary of CBS Films.

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NBC-New York, 8/26/63

NBC COLOR TELEVISION NEWS



PUPPET SERIES FOR CHILDREN, 'FIREBALL XL5,' WILL JOIN
NBC-TV SATURDAY MORNING PROGRAM SCHEDULE

"Fireball XL5" will join NBC-TV's Saturday morning program schedule starting Oct. 5 (10:30 to 11 a.m., NYT).

The science-fiction series featuring animated puppets, revolves around the space patrols of XL5, the world's largest rocket ship. The 300-foot craft, is commanded by Steve Zodiac, who is assisted by Professor Mathew Matic and Venus, a beautiful woman doctor of space medicine.

A unique sound system is used in the half-hour episodes whereby the puppets' mouths are activated by the actual sound waves of the predubbed voices. The result is a perfect synchronization of voice and action.

"Fireball XL5" is produced by A. P. Films. Gerry and Sylvia Anderson, who created the series, are also credited with the syndicated "Super Car" programs.

-----O----- NBC-New York, 8/26/63

NBC TELEVISION NETWORK NEWS

August 26, 1963

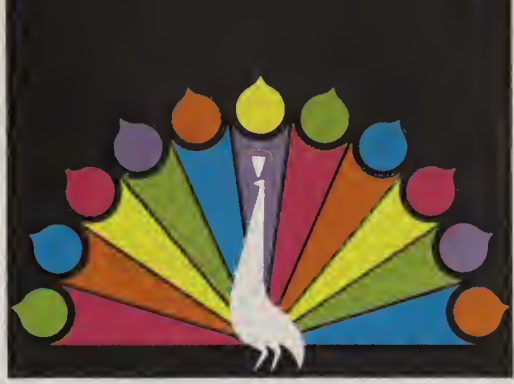
'SGT. PRESTON OF THE YUKON' IS ADDITION
TO NBC-TV SATURDAY MORNING SCHEDULE

"Sgt. Preston of the Yukon" has been selected for NBC-TV's Saturday morning program lineup beginning October 5 (12 noon-12:30 p.m., NYT).

The filmed series of half-hour adventures is based upon the original radio classic. Sgt. Preston, a member of the Royal Canadian Mounted Police, enforces law and order in the frozen wilds of the Dominion's west. His constant companion is King, the famous German shepherd dog who frequently plays a major part in the fight against crime. Richard Simmons is featured in the title role.

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NBC COLOR TELEVISION NEWS



August 26, 1963

'RUFF 'N' REDDY SHOW,' COLOR CARTOON SERIES, IS FEATURE
OF NBC-TV SATURDAY MORNING PROGRAM SCHEDULE

"The Ruff 'n' Reddy Show," long-time favorite NBC-TV color series, is seen Saturdays (9:30-10 a.m. NYT), with Capt. Bob Cottle starring as host.

Each color program features three or four "Ruff and Reddy" cartoons. Between cartoons, Captain Bob spins yarns, draws amusing and instructive sketches and entertains the youngsters with his puppets, Jasper and Gramps.

"The Ruff 'n' Reddy Show" is a Hanna-Barbera cartoon production distributed by Screen Gems, a subsidiary of Columbia Pictures Inc.

Ruff (a cat) and Reddy (a dog) originally went adventuring in outer space, beneath the seas, through the African jungle and the Okechokee Swamp, between December, 1957 and October, 1960 on NBC-TV. Color broadcasting of the series began in June, 1959. However, all upcoming episodes which were originally seen in black and white now will be presented in color.

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NBC TRADE NEWS

August 27, 1963

JOHN OSTER MANUFACTURING CO. RETURNS TO NETWORK TV FOR FIRST
TIME SINCE 1959 WITH BUYS ON NBC-TV'S "TODAY" AND "TONIGHT"

Returning to network television for the first time since 1959, the John Oster Manufacturing Co. has purchased sponsorship in NBC-TV's "Today" and "The Tonight Show Starring Johnny Carson," it was jointly announced today by William F. Storke, Director, Participating Program Sales, NBC Television Network, and Laurence J. Kabins, Director, Advertising and Sales Promotion, John Oster Manufacturing Co., Milwaukee.

Oster will advertise its new combination automatic can-opener, knife and scissor sharpener and the Osterizer electric blender.

Sponsorship on "Tonight" will run from Nov. 20 to Dec. 17. The "Today" sponsorship will begin Nov. 25 and run through Dec. 13.

Hugh Downs, host of the "Today" show and Johnny Carson, host on "Tonight," starred in a 15-minute kinescope film made for showing at Oster district sales meetings. In addition, Oster is distributing merchandising aids -- featuring photos of Downs and Carson -- to its 3,500 retailers and dealers.

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NBC COLOR TELEVISION NEWS



August 27, 1963

SEASON PREMIERE

ARRAY OF HEADLINE ARTISTS ON FIRST 'BELL TELEPHONE HOUR'
OF NEW SEASON; ALTERNATE TUESDAY SCHEDULE SET FOR YEAR

An array of top-flight artists will be presented on the award-winning "Bell Telephone Hour" when it begins its sixth season on NBC-TV in color Tuesday, Oct. 8 (10-11 p.m. NYT). The series will be presented alternate Tuesdays until the Fall of 1964, marking the first time the "Telephone Hour" telecasts will be continued through a Summer.

Stage and movie star Robert Preston, Metropolitan Opera stars Richard Tucker and Anna Moffo, international ballet dancers Rudolf Nureyev and Svetlana Beriosova, concert pianist Grant Johannesen and the popular Chad Mitchell Trio comprise the all-star cast. Donald Voorhees will conduct the Bell Telephone Orchestra.

Robert Preston, who was acclaimed the "hottest performer on Broadway in 1958," had never danced or sung a note in public up to the moment he stepped onstage in "The Music Man." Following that great Broadway success, he returned to Hollywood. His latest films include "How the West Was Won," "The Music Man," "All the Way Home" and "Not on Your Life." Last season he starred on Broadway in "Too True to Be Good." This will be Preston's third "Telephone Hour" appearance.

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Richard Tucker and Anna Moffo are two American opera stars who took entirely different paths to success. Brooklyn-born and entirely American-trained, Tucker began his singing career as a boy alto in the Allen Street Synagogue on New York's East Side. Before his Metropolitan Opera debut in 1945, he was a businessman and worked his way to operatic stardom as a cantor at the Brooklyn Jewish Center. Today he is one of the Metropolitan's top-ranking tenors. Pennsylvania-born Anna Moffo studied voice at the Curtis Institute in Philadelphia and then went to Italy on a Fulbright scholarship. Four months after her arrival, she won overnight fame singing the title role of "Madama Butterfly" on a TV special. Tucker and Miss Moffo will sing excerpts from Puccini's "La Boheme." Tucker is making his second appearance on the program and Miss Moffo her fourth.

Rudolf Nureyev and Svetlana Beriosova will dance "The Black Swan," the grand pas de deux from Tchaikovsky's "Swan Lake." Nureyev, who made his American debut on the "Telephone Hour" last year and will be dancing on the program for the third time, was the spectacular young star of the Soviet Leningrad-Kirov Ballet when he made his sensational dash to freedom in Paris in 1961. Lithuanian-born Svetlana Beriosova will be making her first appearance on the "Telephone Hour." Now a British subject, Miss Beriosova has been a prima ballerina of the Royal Ballet since 1955.

Grant Johannesen, makes his sixth appearance on the "Telephone Hour" Oct. 8.

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Making a third appearance on the "Telephone Hour" is the Chad Mitchell Trio. Chad Mitchell, Mike Pugh, Mike Kobluk and guitar-accompanist Dennis Collins started singing together for their own enjoyment at Gonzaga University in Spokane.

Dan Lounsbery is producer of this opening "Telephone Hour" and Clark Jones is director. The program series is produced by Henry Jaffe Enterprises, with Barry Wood as executive producer.

PROGRAM HIGHLIGHT OCT. 8

BELL TELEPHONE HOUR: Guests Robert Preston, Rudolf Nureyev, Svetlana Beriosova, Anna Moffo, Richard Tucker, Grant Johannessen and Chad Mitchell Trio in music and dance, popular, concert and opera. (Season Premiere).

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NBC-New York, 8/27/63

NBC COLOR TELEVISION NEWS

PREMIERE



August 27, 1963

ROD SERLING'S "A KILLING AT SUNDIAL" IS FIRST DRAMA

ON "BOB HOPE PRESENTS THE CHRYSLER THEATRE"

"A Killing at Sundial" -- first original dramatic effort by Rod Serling since he launched his own television series -- will be the premiere offering of NBC-TV's "Bob Hope Presents the Chrysler Theatre" color series Friday, Oct. 4 (8:30-9:30 p.m. EDT).

Stuart Whitman, Angie Dickinson, Joseph Calleia, Robert Emhardt and special guest Melvyn Douglas will star in this contemporary drama about an educated, oil-rich Chippewa Indian who returns to his Oklahoma hometown as a self-styled messiah, obsessed with avenging the lynching of his father.

Produced by Dick Berg and directed by Alex Segal, 'Sundial' is the first of 26 dramatic "Chrysler Theatre" color productions which Bob Hope will present during the 1963-64 season. Alan J. Miller is executive producer.

Hope will star in six variety shows (in black and white) and two comedy-dramas (in color), in addition to the 26 aforementioned "Chrysler Theatre" dramas. The Hope-starring hours will be titled "Chrysler Presents a Bob Hope Special." As announced, the first will be telecast as the season's kick-off show Friday, Sept. 27 (8:30 to

(more)

9:30 p.m. EDT) with guest stars Dean Martin, Barbra Streisand, Tuesday Weld, James Garner and Les Brown and his Band of Renown.

In Serling's teleplay, embittered young Chippewa Billy Cole (Whitman) arrives in drought-seared Sundial to seek revenge against town boss Pat Kunkel (Douglas). Cole believes Kunkel is responsible for his father's death years before. Cole has amassed a fortune in oil and has bought up most of the poor townsfolks' mortgages. Cole summons all of Sundial to his father's unmarked grave and offers "redemption" to the town if someone will murder Kunkel by six o'clock the following morning. Cole's foster father, Chippewa leader Cagewa (Calleia), and Kunkel's beautiful daughter Susan (Miss Dickinson) try to dissuade Cole from his purpose, but the hours tick away toward tragedy.

The musical score was composed by Jerry Goldsmith. Series theme music was composed by Alex North.

Ron Roth is associate producer and Robert Kirsch is executive story consultant. Benjamin H. Kline, A. S. C. is director of photography. "A Killing at Sundial" was filmed at Revue Studios, Universal City, Calif.

PROGRAM HIGHLIGHT OCT. 4

BOB HOPE PRESENTS THE CHRYSLER THEATRE: Rod Serling's "A Killing at Sundial." First drama in this new weekly series. Melvyn Douglas, Stuart Whitman, Angie Dickinson, Joseph Calleia, Robert Emhardt.

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NBC-New York, 8/27/63

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NBC-New York, 8/27/63

NBC TELEVISION NETWORK NEWS

August 27, 1963

HOW NBC-TV GAVE SWIFT COVERAGE TO MINE RESCUE STORY

The first scenes of the dramatic mine rescue in Sheppton, Pa., this morning, taped as miner Henry Throne was raised to the surface, were telecast on the NBC-TV Network in a 12-minute report starting at 3:47 a.m. EDT.

The coverage, made at the rescue scene by an NBC-TV mobile tape unit, was flown by helicopter to nearby Topton Mountain to a second NBC-TV unit for transmission to New York and the NBC-TV Network.

Earlier on NBC-TV, NBC News correspondent Robert Goralski in a live audio report from the rescue site starting at 1:57 a.m. EDT, described the scene as Throne was raised to the surface. In a second live audio report on NBC-TV starting at 2:36 a.m. EDT, Goralski described the rescue of the second miner, David Fellin.

Later in the morning, NBC-TV's "Today" show changed one-and-a-half hours of its regular 7-9 a.m. EDT programming to report on the mine rescue. "Today's" coverage began at 7 a.m. and included tape showing both miners being raised the last few feet to the surface, emerging from the rescue shaft, being carried on stretchers to a nearby hospital tent and then to Marine helicopters for transfer to Hazleton State General Hospital.

There was also a taped interview with Mrs. Fellin shortly after her husband's rescue and films of the miners' arrival at the Hazleton State Hospital.

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2 - Mine Rescue

Goralski, who also narrated the taped TV reports, then flew to New York to appear in person on "Today" with an eye-witness account of the rescue operations.

In addition to the mobile TV tape units, NBC News kept two film camera crews at the Sheppton rescue scene and a third camera crew at the Hazleton hospital. NBC News retained its film camera crews at both locations to cover the rescue operations for the third miner, Louis Bova.

NBC News utilized the helicopter transfer because geographical conditions prevented the direct transmission of television pictures from the rescue site, which is in a valley, to the mountain-top relay point. A circle of red flares was used to guide the helicopter to the mountain landing area in the pre-dawn darkness.

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NBC-New York, 8/27/63

NBC-TV NETWORK PROGRAM

IN EVENT OF RAILROAD STRIKE THURSDAY, NBC NEWS WILL PRESENT

A FULL-HOUR TV SPECIAL THAT NIGHT, PLUS OTHER COVERAGE

In the event of a nation-wide railroad strike on Thursday, Aug. 29, NBC News will present a full-hour special program on the strike that night at 7:30-8:30 p.m. EDT.

In addition, if a strike is called, NBC News will interrupt the "Tonight Show Starring Johnny Carson" at 12:01 a.m. EDT on Thursday with a special report on late developments in the rail dispute. The report will include live remote pickups from New York, Washington and other points affected by the strike.

The railroads are scheduled to reduce crews at 12:01 a.m. and five operating unions are prepared to strike immediately. A bill requiring compulsory arbitration of the dispute is now before Congress.

The full-hour special will feature Frank McGee as anchorman and will be produced by Gerald Greene. It will pre-empt "Wide Country."

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NBC-New York, 8/27/63

NBC TELEVISION NETWORK NEWS

August 27, 1963

INTERVIEWS ON TV NEWS SHOWS ARE NECESSARY AND USEFUL,
BUT MUST BE CAREFULLY HANDLED, SAYS REUVEN FRANK,
EXECUTIVE PRODUCER OF 'HUNTLEY-BRINKLEY REPORT'

Interviews are a necessary and useful part of television news coverage but they can be mishandled, according to Reuven Frank, executive producer of NBC-TV's new, expanded half-hour "Huntley-Brinkley Report," starting Monday, Sept. 9 (Monday-through-Friday, 7-7:30 p.m. EDT).

"An interview can too often be a crutch," Frank says. "Getting a picture of an event as it happens takes effort and luck, sometimes a lot of both. Neither is needed to back some hapless eyewitness, or even participant, against a wall and let him tell what happened.

"Some interviews are devices for putting a reporter's notes on the air. Every beginning journalist is trained to talk to as many people as he can at the scene of a fire or a murder and note what they say -- usually in thick copy pencil on newsprint cut into copy paper or on the backs of envelopes.

"He would have been bemused if when he returned to the city room, instead of having him write his story -- from his notes -- his city editor would have sent him smudged copy paper or envelope to

(more)

photo-engraving. Most spot interviews of eyewitnesses are in this category.

Frank points out that on a program reaching 20,000,000 viewers a two-minute interview commands an aggregate attention of more than 600,000 man hours. To justify such attention, he says, the interview should be planned, conducted, filmed and edited with great care.

"Interesting questions do not guarantee interesting answers, nor important questions useful answers," he says. "There is nothing more awkward than an interview in which the interviewer is more interesting than the subject. This sometimes happens by itself, but other times when the reporter is too busy framing the next question to listen to the previous answer.

"There should be a reason for every interview -- a reasoned reason, not a reflex. Every subject must be chosen because he can contribute something individual to the story. It must be something no reporter can say better and shorter.

"This unique contribution may be his personality, or his exalted position, or his matchless experience. Or he may be such a person as would by his instantly recognizable stature make larger what he says by the very fact that it is he saying it."

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NBC-New York, 8/27/63

'PROJECT 20' SPECIAL, "THE TALL AMERICAN--GARY COOPER,"
TO BE SEEN AT 4 INTERNATIONAL FESTIVALS BY SUMMER'S END

Setting what appears to be a record in world honors for an American TV program, the NBC "Project 20" production of "The Tall American -- Gary Cooper" will be exhibited in four international film festivals by the end of Summer.

The program was shown last night (Aug. 26) at the Edinburgh Film Festival and will be on view at the Cork Film Festival next month. Earlier this Summer, it was presented at the festivals of West Berlin and Venice.

Donald B. Hyatt produced and directed "The Tall American--Gary Cooper," which was first telecast March 26 this year. Walter Brennan narrated Richard Hanser's script, and Robert Russell Bennett composed and conducted the orchestral score.

To date, "Project 20" programs have won a total of 59 international awards.

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NBC-New York, 8/27/63

NBC TELEVISION NETWORK NEWS

MISADVENTURES OF JOSE JIMENEZ, BELL HOP, ARE BASIS
OF 'BILL DANA SHOW,' NEW NBC-TV COMEDY SERIES

If television's doctors have inspired the nation's youth to lives in medicine, an entire generation may turn to hopping bells when Bill Dana, as Jose Jimenez, stars on NBC-TV in a new comedy series, "The Bill Dana Show," based on the adventures of a bell hop in a New York hotel. The program premieres Sunday, Sept. 22 (7-7:30 p.m. NYT).

The hotel is the Park Central, a respectable address for those resident and transient guests who avoid the bigger, better-known hostelries in favor of the quiet elegance and warm, personal service of the older and somewhat smaller stopping places.

For bell hop Jimenez, the Park Central is the universe. He lives in its bachelor quarters, takes his meals in its employe's dining room, draws upon its employes and guests for his human contacts.

In those contacts, he is sustained by a naive belief in the good in people. He constantly jousts with life's injustices but is insulated from real calamity by the good in himself. Jose, the bell hop, would do himself and anyone else a favor. But, when it's for someone else, he often sets in motion a chain of events not easy to control.

Jose can get into trouble by himself but often he has the help of his friend and confidante, a fellow bell hop played by Gary Crosby. Gary is the "smart money" player who constantly goads Jose to emulate him but often finds Jose's artlessness more than a match for the cruel world.

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Jonathan Harris rounds out the regular cast of the show as Mr. Phillips, the hotel manager, the constant nemesis of the bell hops.

Guest stars will be used in the series which will be produced by Howard Leeds at Desilu-Cahuenga Studios, Hollywood.

-----o----- NBC-New York, 8/27/63

CREDITS FOR 'THE BILL DANA SHOW' ON NBC-TV

Time: NBC-TV Network, Sundays (7-7:30 p.m.
NYT), premiering Sept. 22

Format: Situation comedy centering around the
day-to-day misadventures of bell hop
Jose Jimenez, the wistful comic
character created by writer-comedian
Bill Dana

Creator and star: Bill Dana as Jose Jimenez

Featured regulars: Jonathan Harris as the hotel manager
and Gary Crosby as Jose's fellow
bell hop

Producing company: Amigo Productions (a Danny Thomas
enterprise)

Executive producer: Sheldon Leonard

Producer: Howard Leeds

Directors: John Rich, Coby Ruskin, Jerry Paris and
others

Story editor: Norman Paul

Writers: Bill Dana, Howard Leeds and others

Sponsors: Various

Origination: Desilu Studios, Hollywood, Calif.

NBC Press representatives: Herm Lewis (Burbank) and Betty Lanigan
(New York)

-----o----- NBC-New York, 8/27/63

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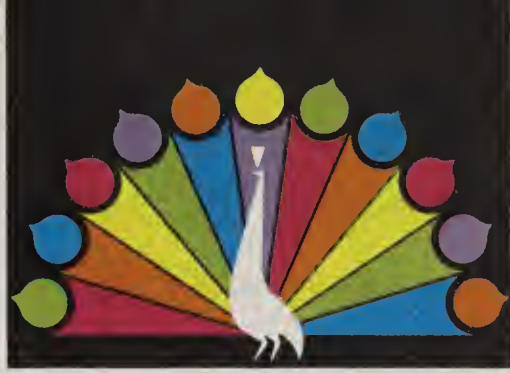
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everybody's witness.

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NBC COLOR TELEVISION NEWS



FAR-AWAY PLACES WILL BE SETTINGS FOR MANY NEW SHOWS IN "WALT DISNEY'S WONDERFUL WORLD OF COLOR"

A new menu of animal tales, comedy-adventure and musical romance will highlight the third season on NBC-TV of the award-winning "Walt Disney's Wonderful World of Color" Sunday, Sept. 29 (7:30 to 8:30 p.m. NYT).

Colorful and exotic settings in far-away places will keynote the new shows -- Disney camera crews have encamped in Florida's Okefenokee Swamp country, set up shop in the ballrooms of Vienna, and prowled the seaports of Portugal and Spain.

NBC-TV and Disney announced a new pact last spring which called for a two-year continuation of "Wonderful World of Color," carrying through the 1964-65 season. The coming year, 1963-64, will be Disney's tenth in television on a regular show basis.

Radio Corporation of America and Eastman Kodak will again sponsor the series.

Fifty weekly broadcasts are scheduled -- half of which will be entirely new productions with the rest from Disney's vast color film library, none of which has been seen in color on network television.

"The Horse Without a Head," an adventure drama pitting a group of French urchins against a band of mail train robbers, will kickoff the season. The two-part production is based on Paul Bern's popular novel, "The Hundred Million Francs." The crooks are in the Disney pattern -- melodramatic bunglers haunted by bad luck and precocious adversaries.

(more)

Heading the cast are Jean-Pierre Aumont, Pamela Franklin, Vincent Winter, and Loretta Parry. Don Chaffey, who directed "The Prince and the Pauper" for Disney, directed "Horse Without a Head."

A musical excursion into the waltz-world of Johann Strauss, father and son, will be screened in two parts. "Johann Strauss" depicts the struggle of Johann Jr. to achieve success in Vienna's music halls against the bitter opposition of his father. A lovely singer loses her heart to young Johann -- though his love of music blinds him to her charms. Starred are Kerwin Matthews and Brian Aherne as the younger and elder Strausses, and Senta Berger, an Austrian beauty new to U. S. audiences. European teenage idol, Peter Kraus, is also featured. Steve Previn directs.

"Hector, the stowaway Dog" follows the adventures of a mongrel dog who vagabonds from Lisbon to Barcelona in search of his sailor master. He gets caught up in the fetes and local customs of the areas he visits. Heading the cast in this two-part comedy are Craig Hill, Guy Stockwell, Eric Pohlmann, Fortuno Bonanova -- and Hector.

Disney's nature cameramen turn their lenses on a fierce old swamp cat in the "Wahu Bobcat" -- the tale of an aging swamp king whose domain is threatened by a younger and stronger cat. An old fisherman gives the tottering leader a helping hand.

Animals also get top billing in two other Disney nature films -- "Jungle Cat" and "The Hound That Thought He Was a Raccoon." Both are theatrical releases appearing on television for the first time.

Disney's sagacious professor, Ludwig von Drake, brings his special brand of erudition to two programs. His educational gambits will cover such subjects as flying, keeping in shape, and cruising on the Mediterranean.

(more)

Many of the programs have been in preparation for over two years. All are prepared with the family-entertainment theme and cover a wide variety of subjects.

"Nature, people and places, drama and the classics, music and dancing, cartoons, the human and fantastic drama of the universe: This is 'Wonderful World of Color'," Disney summarizes.

-----O----- NBC-New York, 8/27/63

NBC COLOR TELEVISION NEWS



CREDITS FOR "WALT DISNEY'S WONDERFUL WORLD OF COLOR" ON NBC-TV

Time: NBC-TV Network color broadcasts, Sundays
(7:30-8:30 p.m. NYT), starting Sept. 29

Host: Walt Disney

Format: Varied, including nature novelettes, comedy-adventure tales, animated cartoons, classics, and musical extravaganzas with world-wide locales featured.

Stars: Various

Producer: Walt Disney

Directors: Various

Writers: Various

Music: Various

Produced by Walt Disney Productions in association with NBC-TV.

Filmed at: Walt Disney studios in Burbank, California, and on location all over the globe.

Origination: Hollywood

Sponsors (agencies): Radio Corporation of America and the Eastman Kodak Company through J. Walter Thompson Co.

NBC Press representatives: Neil Clemans, Hollywood; Charlie Gregg, New York.

-----o----- NBC-New York, 8/27/63

PREMIERE

NBC TELEVISION NETWORK NEWS

August 27, 1963

IMOGENE COCA RETURNS TO TELEVISION AS STAR
OF 'GRINDL,' NEW SITUATION COMEDY SERIES

Imogene Coca returns to television to star in the title role of "Grindl," filmed half-hour situation comedy series, which premieres with the pilot episode, "The Gruesome Basement" on NBC-TV Sunday, Sept. 15 (8:30-9 p.m. NYT).

Grindl is a working girl. Each week Mr. Anson Foster (James Milhollin) of Foster's temporary-employment agency finds her a job -- as a maid, cook, unskilled office worker, or any combination thereof. Every Sunday night television audiences will see Miss Coca perform the zany antics of the spunky girl with the strange name of Grindl.

In "The Gruesome Basement," Grindl is hired by Mrs. Hartman (Catherine Cordell) as a maid. She exercises spartan domination over her home and Mr. Hartman (Telly Savalas). Mrs. Hartman tells Grindl the importance of absolute cleanliness, punctuality, soberness and no smoking, drinking or parties and says this is the way both she and Mr. Hartman maintain their home.

When Grindl finds Mr. Hartman throwing a noisy house party, she associates it with Mrs. Hartman's sudden, unexplained disappearance. Grindl attempts to interest the police in Mrs. Hartman's mysterious absence. Her hue and cry go unheeded until she gets unexpected assistance from wet cement and a coal truck.

James Milhollin, who supports Miss Coca in the regular continuing role of Mr. Foster, the employment agency's head man,

(more)

has a long list of credits on the New York stage, motion pictures and television.

Miss Coca was a television favorite during her six-season association with Sid Caesar on NBC-TV in "Saturday Night Revue," and "Your Show of Shows."

Before her television work she performed on Broadway in Leonard Sillman's original "New Faces" revue and "The Straw Hat Revue." After achieving TV stardom as a comedienne, she returned to Broadway for leading roles in "Janus" and "The Girls in 509." Then she toured for two years with her husband, actor King Donovan, in "Once Upon a Mattress," and "The Thurber Carnival."

"Grindl" was created by David Swift. He also wrote and directed the pilot film. Winston O'Keefe is the producer of the series, which is filmed at Screen Gems in Hollywood, Calif. Harry Ackerman is executive producer.

Grindl is a capable worker, but the world is unofficially against her. She fights the bad breaks that plague her, and attempts to rise above her jinxed status, but it seems her lot to wind up on the bottom. She represents the browbeaten, intimidated "little girl" who can't seem to help getting pushed around.

The series is sponsored by Procter & Gamble Company through the Leo Burnett Company, Inc. agency.

-----o----- NBC-New York, 8/27/63

CREDITS FOR PREMIERE OF 'GRINDL' ON NBC-TV

Program: "Grindl"

Starring: Imogene Coca as Grindl

Premiere Date: Sunday, Sept. 15 (8:30-9 p.m. NYT)

Format: The humorous adventures of Grindl, a working girl. Each week Foster's employment agency finds her some kind of a job, either in a household or some kind of business. The world is unofficially against her, but she doggedly attempts to rise above her jinxed status.

Premiere episode: "The Gruesome Basement"

Featuring: James Millhollin as Anson Foster, head of the agency

Supporting cast
(premiere show): Telly Savalas as Mr. Hartman
Henry Kulky as Officer Lackland
Cathleen Cordell as Mrs. Hartman
William Zuckert as First Detective
Richard Wessel as Bus Driver
Bert Whaley as second officer
Jack Littlefield as second detective

Series created by David Swift

Written and directed by David Swift

Executive Producer: Harry Ackerman

Producer: Winston O'Keefe

Associate Producer: Charles Tannen

Grindl Theme music created by Frank DeVol

Director of photography: Joseph Biroc, A.S.C.

Art directors: Ross Bellah and Carl Anderson

Film editor: Jerome Thomas

Set director: Arthur Krams

Make-up supervision: Ben Lane, S.M.A.

Music supervision: Irving Friedman

Production: A David Swift Production

(more)

2 - 'Grindl' Credits

Sponsor: Procter & Gamble Company
Agency: Leo Burnett Company, Inc.
Origination: Filmed at Screen Gems, Hollywood,
California
NBC Press Representatives: Jane Ober, Burbank; Al Cammann,
New York

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NBC-New York, 8/27/63

NBC COLOR TELEVISION NEWS



'BONANZA,' IN FIFTH SEASON ON NBC-TV, WILL HAVE
NEW CHARACTERS AND FRESH LANDSCAPES

New characters and fresh landscapes will characterize "Bonanza" when it opens its fifth color season on NBC-TV Sunday, Sept. 22 (9-10 p.m. NYT).

In the past, the four Cartwrights have been the principal characters with guest stars holding down important but transient roles. This season, according to producer David Dortort, several new running characters will be introduced to give greater range and freshness to the hour-long color series.

In their permanent places will be Lorne Greene as the patriarchal Ben Cartwright and Pernell Roberts, Dan Blocker and Michael Landon as Adam, Hoss and Little Joe, the offspring.

Taking full advantage of the color film, producer Dortort has again ordered several weeks of outdoor shooting, this year in the Kanab, Utah, area near the north rim of the Grand Canyon.

"We're aiming at the feeling of the big country and are developing scripts that lend themselves to the great sweep of the plains," he says.

New characters, the established stars and fresh, vivid landscapes are all part of Dortort's formula for the show's fifth season, a season "Bonanza" enters still piling up honors as one of the nation's -- and the world's -- favorite TV series.

-----o----- NBC-New York, 8/27/63

NBC COLOR TELEVISION NEWS



CREDITS FOR 'BONANZA' ON NBC-TV

Title: "Bonanza"

Time: Sundays (9-10 p.m. NYT) in color.

Original starting date: September 12, 1959

Format: Hour-long western film series in color. Set in the Lake Tahoe country of Nevada during the days of the silver and gold rushes. Stories are told through the eyes of the fictional Cartwright family.

Starring: Lorne Greene as Ben Cartwright, Pernell Roberts as Adam Cartwright, Dan Blocker as Hoss Cartwright and Michael Landon as Little Joe Cartwright.

Produced by NBC-TV Network

Filmed at Paramount Studios, Hollywood

Producer: David Dortort

Directors: Various

Associate Producer: James W. Lane

Production Executive: Bob Stillman

Music by David Rose

Directors of photography: Haskel Boggs and Bill Whitley

Story editor: Frank Cleaver

Script consultant: Anthony Wilson

Color consultant: Edward P. Ancona

'Bonanza' song: Jay Livingston and Ray Evans

Art directors: Hal Pereira and Earl Hedrick

(more)

2 - Credits for 'Bonanza'

Edited by	Ellsworth Hoagland, Everett Douglas and Marvin Coyle
Unit manager:	Kent McCray
Casting supervisor:	William Maybery
Assistant director:	Ralph E. Black
Set decoration:	Sam Comer and Grace Gregory
Sound recording:	Lyle Figland and Joel Moss
Sponsor (and agency):	Chevrolet Motor Division of General Motors Corporation (Campbell-Ewald Company)
NBC Press representatives:	Herm Lewis, Hollywood; Al Cammann, New York

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NBC-New York, 8/27/63



NBC COLOR TELEVISION NEWS

ORIGINAL DRAMAS AND NEWS DRAMA-DOCUMENTARIES SCHEDULED

FOR 'DU PONT SHOW OF THE WEEK' ON NBC-TV

The Peabody Award-winning "Du Pont Show of the Week" series of one-hour drama and drama-documentary programs, largely in color, will again be sponsored by the E.I. du Pont de Nemours & Company on the NBC Television Network, returning Sunday, Sept. 15 (10-11 p.m. NYT).

The new "Du Pont Show of the Week," returning for a third season on NBC-TV, will present 30 broadcasts. Included will be 14 color dramas, most of them originals by top writers and producers; six drama-documentaries to be produced by NBC News, and ten repeats.

In the new Du Pont line-up, seven original color dramas will be produced by the Directors Company, a partnership of two of TV's most gifted producer-directors, Franklin Schaffner and Fielder Cook. Last season, the Directors Company produced for "Du Pont Show of the Week" such critically acclaimed dramas as "The Outpost," starring Claude Rains and Keir Dullea; "Big Deal in Laredo," starring Walter Matthau, Teresa Wright and John McGiver, and "The Shadowed Affair," starring Greer Garson and Douglas Fairbanks.

Seven additional color dramas will be produced by a newcomer to "Du Pont Show of the Week," David Susskind for his Talent Associates Ltd. Susskind formerly produced such award-winning TV drama series as "Du Pont Show of the Month," "Play of the Week," "Kaiser Aluminum Hour," "Kraft Theatre," "Family Classics," "Rexall TV Specials" and "Armstrong Circle Theatre."

(more)

2 - 'Du Pont Show of the Week'

Also, six film reports of climactic moments in the lives of real people will again be produced for Du Pont by Creative Projects, NBC News, under the supervision of executive producer Irving Gitlin. Intriguing film techniques used by this NBC News unit last season resulted in such widely praised programs as "Fire Rescue," "Emergency Ward" and "Prisoner at Large."

Commenting on the Du Pont renewal, Walter D. Scott, Executive Vice President, NBC-TV Network, said: "We are delighted that 'Du Pont Show of the Week' will be back with another season of first-class, original theatre. There will be new plays, casts, authors and ideas -- presented in a spirit that will be fresh and vital and dramatically exciting.

"Both in the field of drama and drama-documentary, 'Du Pont Show of the Week' -- honored recently with a Peabody Award for its 'outstanding entertainment' -- will be better than ever."

All of the 1963-64 season Du Pont programs will originate in New York and, excepting some drama-documentaries, will be presented in color. The agency for the Du Pont Company is Batten, Barton, Durstine and Osborn Inc.

-----o----- NBC-New York, 8/27/63

NBC COLOR TELEVISION NEWS



'G-E COLLEGE BOWL' QUIZ CONTESTS MOVE TO NBC-TV
AS LIVE SUNDAY FEATURE STARTING SEPT. 22

"G-E College Bowl," Peabody and Emmy Award-winning inter-collegiate question-and-answer series, will become a live Sunday color feature when it moves to NBC-TV for the 1963-64 season, starting Sept. 22 (5:30-6 p.m. NYT).

Robert Earle is moderator of "G-E College Bowl," the fast-moving informational-educational program, which will start its sixth TV season when it moves to NBC. Earle directs questions to opposing teams of college students, who compete for student scholarship grants made to the schools they represent by the sponsor, the General Electric Company.

"G-E College Bowl" began on CBS-TV Jan. 4, 1959. Since then it has presented bright, talented college and university students in weekly contests in which quick recall of facts -- in science, literature, government, world affairs, mathematics, history, mythology, the performing arts and many other fields -- is of prime importance.

The contest rules provide that every week two teams of four students each compete against one another. The winning team receives a \$1,500 scholarship grant and the runner-up \$500. The winning team returns the next week to face another school's group. Five consecutive victories are the maximum any school may win on the series. The earnings from five victories total \$7,500 plus a \$1,500 bonus, for a total of \$9,000, and the title of "Retired Undefeated Champions" --

(more)

2 - 'G-E College Bowl

awarded to only a few schools during the five-year television run of the series.

Since the program began, the sponsor has awarded more than \$352,000 in scholarship grants to the 175 schools represented.

Earl made his network debut as moderator of "G-E College Bowl" at the start of last season. He is a veteran of 17 years in broadcasting and education. He was an assistant professor and chairman of the Radio and Television Department of Ithaca College, N.Y., 1953-1959, and also served local television and radio stations in upstate New York.

"G-E College Bowl" is sponsored by the General Electric Company. The advertising agency is Maxon Inc. The series is produced by John B. Cleary, with Lamar Caselli as director, Shirley Lavine as associate producer and Nancy Fobes as editorial supervisor.

-----O----- NBC-New York, 8/27/63

CREDITS FOR 'G-E COLLEGE BOWL' ON NBC-TV

Time: NBC-TV color series, Sundays (5:30-6 p.m.
NYT) starting Sept. 22

Format: Competitive information game covering
Liberal Arts subjects.

Cast: Robert Earle, moderator. Two teams of four
undergraduate students from out-
standing schools.

Producer: John Cleary

Director: Lamar Caselli

Associate Producer: Shirley Lavine

Editorial Supervisor: Nancy Fobes

Research chief and
editorial assistant: Jean E. Heller

Origination: Live from NBC-TV Studios, New York

Sponsor (and agency): General Electric Company (Maxon Inc.)

NBC Press
representative: Al Cammann, New York; Jane Ober, Burbank

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NBC-New York, 8/27/63

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

NBC-TV IS LAUNCHING SERIES OF CLOSED-CIRCUIT STAR PRESS CONFERENCES
DESIGNED TO REACH EVERY TV EDITOR AND COLUMNIST ACROSS THE COUNTRY;
HUNTLEY AND BRINKLEY TO CHAT WITH PRESS IN 5 KEY CITIES ON OPENER

The first in a series of NBC-TV live, closed-circuit star press conferences designed to reach every TV editor and columnist across the country has been scheduled for Tuesday, Sept. 3, with Chet Huntley and David Brinkley as the interviewees, it was announced today by Al Rylander, Vice President, Promotion, NBC.

A two-way audio and video hookup with TV newspaper representatives, including TV editors, columnists, trade and consumer press in five key cities, Huntley in an NBC studio in New York and Brinkley in Washington, will give the press an opportunity to ask questions of both NBC Newsmen. The Q-and-A period will center around the expanded weekday "Huntley-Brinkley Report" which begins on NBC-TV the following Monday (Sept. 9, 7-7:30 p.m. NYT).

The five cities involved in the closed-circuit hookup are New York, Los Angeles, Chicago, Philadelphia and Washington. In addition, the TV press in markets served by more than 200 NBC-TV affiliated stations will be invited to local studios to see and hear the press conference.

This closed-circuit star press conference, the first in a series in which other NBC-TV stars will participate, will be televised from 1 to 1:40 p.m. NYT. A portion of the conference will be taped and telecast on NBC-TV's "Today" show sometime the week before the expanded "Huntley-Brinkley Report" premieres.

NBC TRADE NEWS

August 28, 1963

WILLIS GRANT APPOINTED MANAGER, RESEARCH PROJECTS, FOR THE NATIONAL BROADCASTING COMPANY

Willis Grant has been appointed Manager, Research Projects, for the National Broadcasting Company, it was announced today by Dr. Thomas E. Coffin, Director of Research for NBC.

Mr. Grant will direct the unit responsible for special survey and marketing research to assist NBC management in programming and sales. Since January, he has been performing special staff functions as Coordinator of Corporate Information. Mr. Grant joined NBC in August, 1956, as research associate, was named Supervisor of Research Surveys in May, 1959, and was named Manager, Research Surveys in August, 1962. Prior to joining NBC he was with Young & Rubicam Inc., Ted Bates & Co. Inc. and the Pocket Book Division of Simon & Schuster Inc.

A graduate of the University of Buffalo, he also attended the University of Chicago and did graduate work at New York University. He resides in Yonkers, N. Y., with his wife, Christina, and his children, Jonathan, 8, and Suzanne, 3.

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PREMIERE

NBC TELEVISION NETWORK NEWS

ENLISTED MAN'S SPECIAL FAVORS FROM AN OFFICER--A BOYHOOD PAL--

CAUSE DISSENSION IN PLATOON, IN PREMIERE OF 'THE LIEUTENANT'

Lt. Bill Rice (series star Gary Lockwood) learns that friendship between officers and enlisted men can be a touchy subject -- especially when the enlisted man is a boyhood pal who is seeking special favors -- in "Million Miles from Clary," premiere episode of the new NBC-TV drama series "The Lieutenant," Saturday, Sept. 14 (7:30-8:30 p.m. NYT).

The father of a hometown friend asks Rice to take his son, Stew (guest star Bill Bixby), into his platoon to make a man of him. Rice is reluctant at first but finally asks Capt. Ray Rambridge (series co-star Robert Vaughn) to place Stew under his command.

Rice grants special passes to Stew when the enlisted man tells him his father is ill and needs help -- only to learn from Lily (Carmen Phillips), the owner of a tavern which caters to marines, that Stew has been using his passes for romantic high living while his fellow enlisted men are working on night training missions. The lieutenant is forced to take action when members of his platoon accuse him of playing favorites.

"Million Miles from Clary" was produced by Gene Roddenberry, directed by Don Medford, and written by Ed Waters.

PROGRAM HIGHLIGHT SEPT. 14

THE LIEUTENANT: "Million Miles from Clary" -- Platoon morale threatened when an enlisted man uses his friendship with Lt. Rice to gain favors. (Premiere)

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NBC-New York, 8/28/63

NBC COLOR TELEVISION NEWS



August 28, 1963

SEASON PREMIERE

WILLIAM HOLDEN AND JENNIFER JONES ARE STARRED IN SEASON'S PREMIERE OF "MONDAY NIGHT AT THE MOVIES"--"LOVE IS A MANY-SPLENDORED THING"

William Holden and Jennifer Jones star in "Love Is a Many-Splendored Thing" -- story of a beautiful Eurasian woman's love for an American war correspondent -- the 1963-64 season premiere color presentation on NBC-TV's "Monday Night at the Movies" Sept. 16 (7:30-9:30 p.m. EDT).

Based on Han Suyin's autobiographical novel of the same name, "Love Is a Many-Splendored Thing" (released in 1955 by 20th Century-Fox) was produced by Buddy Adler and directed by Henry King with original music by Alfred Newman. The Academy Award-winning title song was written by Sammy Fain and Paul Webster.

In the storyline for "Love Is a Many-Splendored Thing," color-filmed in Hong Kong, Han Suyin (Miss Jones) is a beautiful doctor, half-English and half-Chinese, who meets and falls in love with American war correspondent Mark Elliot (Holden). They pursue their romance in defiance of racial custom and social convention.

The story presents a close look at turbulence in the British Crown Colony.

PROGRAM HIGHLIGHT SEPT. 16

MONDAY NIGHT AT THE MOVIES: "Love Is a Many-Splendored Thing"-- Drama of an American war correspondent's love for an Eurasian girl. William Holden, Jennifer Jones.
(Season premiere)

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August 28, 1963

COMPREHENSIVE REPORTS, INTERVIEWS WITH HEADLINE PERSONALITIES,
AND MULTIPLE PICKUP POINTS PROVIDED NBC NEWS WITH THOROUGH
COVERAGE OF THE CIVIL RIGHTS MARCH ON WASHINGTON

- - -

Many TV and Radio Segments Presented; Part of NBC-TV Coverage
Sent to Western and Eastern Europe Via Telstar II

NBC News' early coverage today (Aug. 28) of the civil rights march on Washington included comprehensive reports during two hours of the "Today" program, frequent reports on the gathering of the marchers, and a full-hour program covering the official start of the march, part of which was transmitted via the Telstar II communications satellite to countries in both Western and Eastern Europe.

NBC alone among the TV networks provided continuous coverage of the march from 11:30 a.m. to 12:30 p.m. EDT.

The live Telstar transmission began at 12 noon and ran for 23 minutes. It was relayed live to the Eurovision network serving requests from England, Germany, the Netherlands, Denmark, France, Sweden, Norway, Switzerland and Italy. The 23-minute segment was taped by the Intervision network which includes East Germany, Russia, Poland, Bulgaria, Hungary, Romania and Czechoslovakia.

The Telstar report included scenes of the march on Constitution Avenue and at the Lincoln Memorial, as well as interviews with Norman Thomas, veteran leader of the American Socialist Party;

(more)

Bayard Rustin, Deputy Director of the March, and Gloster B. Current, director of branches of the NAACP.

NBC News' special coverage of the March on Washington presented on the NBC Radio Network this morning totaled one hour and 13 minutes. It began with a 14-minute broadcast at 8:45 a.m. EDT. This was followed by four broadcasts of nine minutes each at 10:20, 10:50, 11:20 and 11:50 a.m. EDT, and by 23 minutes of coverage starting at 12:06 p.m. In addition to these special broadcasts, the March was covered on the "NBC News-on-the-Hour" programs. The special radio coverage was scheduled to continue throughout the day.

"Today" opened its coverage at the start of its telecast at 7 a.m. EDT. The live pickups from Washington showed early arrivals at the Washington Monument and the Lincoln Memorial and the elaborate preparations, including the emergency Red Cross tents and arrangements for news coverage of the march.

Between the end of "Today" and the start of the full-hour TV special NBC News presented bulletined reports every half-hour on NBC-TV.

The special program, featuring Frank McGee as anchorman, followed the orderly progress of the marchers who were shown singing "We Shall Overcome" and bearing placards which, as Martin Agronksy pointed out, emphasized the word "Now."

The program included coverage of a news conference held by Senator Everett Dirksen (R.-Ill.) following a meeting with leaders of the march and an interview with Sen. Strom Thurmond (D.-S.C.).

(more)

3 - March

The coverage, planned with a beginning, a middle and an end, was scheduled to continue with updated reports every half hour and with special programs at 2-2:25, 4:30-6 and 11:15-12 midnight EDT. In addition NBC News, was scheduled to transmit a second report to Europe via Telstar at approximately 3:30 p.m. EDT.

NBC News correspondents participating in the coverage, in addition to McGee and Agronsky, included Nancy Dickerson, Ray Scherer, Merrill Mueller, Sander Vanocur, Peter Hackes, Herb Kaplow, Bryson Rash.

The coverage was produced by Chet Hagan.

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NBC-New York, 8/28/63

HUGE STUDIO MAP SETTING FOR "THE AMERICAN REVOLUTION OF '63"

WILL KEY 3-HOUR SPECIAL'S TOUR OF U.S. AREAS FIGURING

IN NEGROES' STRUGGLE FOR EQUALITY IN CIVIL RIGHTS

A gigantic map of the United States will be the studio setting for NBC-TV's three-hour comprehensive examination of the nation-wide issue of civil rights, Monday, Sept. 2 (7:30-10:30 p.m. EDT).

As anchorman of the program, "The American Revolution of '63," NBC News correspondent Frank McGee will use the map to point out the places where important developments in the Negroes' struggle for equality -- gains and setbacks -- have occurred. McGee will conduct this television tour alphabetically by locations.

The program will examine the causes, nature and effects of the revolution with special film taken by nine NBC camera crews now traveling throughout the country, historical film, statements by nationally known persons expressing a wide range of views, and reports by other NBC News correspondents from many areas.

Places visited in the tour will include Albany, Ga.; Amherst, Mass.; Antietam, Md.; Atlanta, Ga.; Austin, Tex.; Birmingham, Ala.; Cambridge, Md.; Chicago; Charlotte, N. C.; Clemson, S. C.; Clinton, Tenn.; Columbia, S. C.; Concord, Mass.; Danville, Va.; Doddsville, Miss.; Durham, N. C.; Elizabeth, N. J.; Englewood, N. J.; Gadsden, Ala.; Greensboro, N. C.; Harlem (New York City); Hollywood; Jackson, Miss.; Keener, Ala.; Lexington, N. C.; Little Rock, Ark.; Los Angeles; Montgomery, Ala.; Nashville, Tenn.; New Orleans; New Rochelle, N. Y.; Oklahoma City; Oxford, Miss.; Prince Edward County, Va.; Reedpoint, Mont.; Topeka, Kan.; Tuscaloosa, Ala.; U. S. 40 (Aberdeen, Md.) and Washington, D. C.

WILLIAM J. PERCIVAL, NBC NEWS WRITER, IS DEAD

William J. Percival, 48, NBC News writer, died suddenly early today. He had been with NBC News since 1958, and most recently was a writer for "The Pressman-Ryan Report" daily news program on WNBC-TV, New York.

Mr. Percival was formerly a writer-editor for the New York World-Telegram & Sun and the Chicago Daily News. He had also worked for Tex McCrary Inc. and the New York City Department of Commerce. He was a captain in the U. S. Air Force in World War II.

He is survived by his wife and a son and a daughter.

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NBC-New York, 8/28/63

NBC COLOR TELEVISION NEWS



August 28, 1963

CREDITS FOR TWO-DAY WORLD SERIES OF GOLF

COLOR COVERAGE ON NBC-TV NETWORK

Dates and Time: NBC-TV color telecasts, Saturday and Sunday, Sept. 7 and 8, 4:30 to 6 p.m. EDT.

Program Summary: Play at the final six holes on both days of the second annual World Series of Golf, 36 holes of medal-play competition, at the Firestone Country Club in Akron, Ohio. Nine color TV cameras will be used for the coverage.

Contestants: Jack Nicklaus, Masters and PGA champion; Julius Boros, U. S. Open champion; Bob Charles, British Open champion; Arnold Palmer, winner of special playoff for fourth berth in World Series of Golf.

Prize Money: First place - \$50,000 (richest prize in golf). Second place - \$15,000. Third and fourth places - \$5,000.

(more)

Facts on Course: Firestone, site of the annual American Golf Classic and the 1960 PGA Championship, is a 7,165-yard, par 70 course. Holes being televised are:

No. 13 -- 460 yards, par 4
No. 14 -- 410 yards, par 4
No. 15 -- 230 yards, par 3
No. 16 -- 625 yards, par 5
No. 17 -- 390 yards, par 4
No. 18 -- 465 yards, par 4.

Commentators: Chick Hearn and Jack Drees, reporting from towers at alternate holes, and Bob Rosburg, reporting on special wireless microphone while walking along with the golfers.

Producer: Perry Smith.

Directors: Harry Coyle and Ted Nathanson.

Technical Directors: Jim Davis and Bob Waring.

Unit Manager: Roy Hammerman.

Executive Producer: Walter Schwimmer.

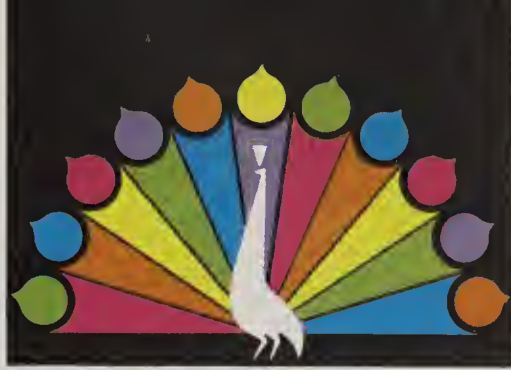
Associate Producer: Arthur E. Pickens Jr.

Golf Coordinator: J. Edwin Carter.

Sponsors (and Agencies): Zenith Radio Corporation (Foote, Cone & Belding Inc.) and Amana Refrigeration Inc. (MacFarland, Aveyard & Company)

NBC Press Representative: Bob Goldwater (New York).

NBC COLOR TELEVISION NEWS



August 28, 1963

CORRECTION FOR NBC-TV SEPTEMBER COLOR SCHEDULE

Sunday, Sept. 8

6-6:30 p.m. Kill: "Meet the Press." Time period will be partially filled by color coverage of the conclusion of the 2nd Annual World Series of Golf. Coverage of the event will begin at 4:30 p.m. and is expected to conclude sometime between 6 and 6:30 p.m. Black and white programming (to be announced) will fill the time period between the conclusion of the golf tournament and 6:30 p.m.

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NBC TELEVISION NETWORK NEWS

August 28, 1963

'TODAY' REFLECTS THE INTERESTING AND IMPORTANT

The "Today" show will soon be observing its 12th anniversary on the NBC-TV Network. But the Monday-through-Friday morning (7-9 a.m. NYT) series is still as exciting and timely as it was when it started on Jan. 14, 1952.

Recently, for example, TV Guide magazine singled out "Today" in an editorial as "one of the most consistently rewarding programs on the air."

And New York Times television critic Jack Gould wrote of the show, "...it is regarded by Washington officials as the electronic equivalent of the front pages of some newspapers."

"Today" has achieved such an eminent status because it reflects all that is interesting and important in the world today.

In a typical morning, "Today" will bring viewers the latest news, sports results and a nationwide weather forecast prepared by its own meteorologist in several comprehensive reports; in an interview from Washington, a government official will be queried on a subject prominent in the day's news; the author of a noteworthy new book will talk about his work; there will be musical entertainment by a showbusiness headliner, and other features on people, places and things of interest.

"Today" is presided over by host Hugh Downs, a versatile and personable performer whose own natural curiosity results in highly informative interviews with the program's many guests.

(more)

The other regulars are Jack Lescoulie, who has been with the series since it started except for a one-year absence when he hosted another NBC-TV series (during the 1961-1962 season); Pat Fontaine, the show's attractive distaff panelist, and Frank Blair. Blair, who presents the news four times each morning, has also been with "Today" since it started.

Also appearing regularly on "Today" from NBC's Washington studios is NBC News correspondent Martin Agronsky. The newsman's incisive questioning of Cabinet members, Congressmen and other Washington officials, as well as visiting statesmen from abroad, often results in important newsbreaks in the next day's papers.

Though home base is New York, the program frequently travels and just this past season has brought viewers the excitement of New Orleans at Mardi Gras and Holland at tulip time. More trips to places of interest both inside and outside the United States are planned for the coming season.

"Today" is a presentation of NBC News and originates live from New York. Al Morgan is the producer.

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NBC-New York, 8/28/63

CREDITS FOR 'TODAY' ON NBC-TV

Time: NBC-TV Network, Monday through Friday,
7-9 a.m. NYT

Personalities: Host Hugh Downs, Jack Lescoulie, Frank
Blair and Pat Fontaine

Format: Late news reports, sports and the
weather; interviews with prominent
people in government showbusiness,
literature and other fields; musical
entertainment and other features on
people, places and things of
interest.

Premiere date: Jan. 14, 1952

Producer: Al Morgan

Directors: Jim Gaines and Larry Owen Jr.

Associate Producer: Frank Donghi

Program Manager: Glenn Botkin

Editor: John Dunn

News Editor: Dick Graf

News Reporter: Paul Cunningham

Commercial Producer: Win Welpen

Program Writers: Ric Ballard, Ben Kagan, John Lord,
Sandy Sheldon, Al Smith, Barbara
Walters

News Writers: James Boozer, James Courtney, Dennis
Dalton, Lamar Falkner and Alan Mohan

Entertainment Coordinator: Richard Arlett

Book Editor: Barbara Gordon

Unit Managers: Stan Clish and Douglas Skene

Research: Doreen Chu

Sponsors: Various

Origination: Live from NBC-TV's New York studios

NBC Press representative: Stan Appenzeller.

NBC COLOR TELEVISION NEWS



August 28, 1963

JOHNNY CARSON TO START SECOND SEASON AS HOST OF 'TONIGHT SHOW,'
FIVE-TIMES WEEKLY LATE-NIGHT ENTERTAINMENT ON NBC-TV

Johnny Carson, one of television's most talented and versatile personalities, will start his second season as host of NBC-TV's late-night "The Tonight Show Starring Johnny Carson" (Monday-through-Friday color broadcasts, 11:15 p.m. to 1 a.m. NYT) beginning in October.

Television audiences have seen Johnny Carson often in the role of panelist on such programs as "What's My Line?" "To Tell the Truth," "Password" and "I've Got a Secret." He has appeared as a "stand-up" comedian on "The Steve Allen Show," "The Garry Moore Show" and "The Ed Sullivan Show" and as a dramatic actor on "The U. S. Steel Hour" and "Playhouse 90." Carson also has served as substitute host on "The Jack Paar Show" for three weeks in the Spring and Fall of 1958. For the past years, he has been the host of the daytime game show, "Who Do You Trust?" on ABC-TV.

Carson's NBC-TV menu of comedy, music, interviews, visiting guest stars and the unexpected and unrehearsed will again be abetted by musical director Skitch Henderson and announcer-panelist Ed McMahon.

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NBC-New York, 8/28/63

NBC COLOR TELEVISION NEWS



CREDITS FOR 'THE TONIGHT SHOW STARRING JOHNNY CARSON'

Time: NBC-TV color broadcasts, Monday through Friday,
11:15 p.m. to 1 a.m. NYT (started Monday,
Oct. 1, 1962)

Host: Johnny Carson

Origination: Studio 6B, RCA Building, New York.

Format: Comedy, music, interviews, and visiting guest
stars each night.

Announcer: Ed McMahon

Musical director: Skitch Henderson

Producer: Art Stark

Director: Dick Carson

Assistant producer: John Carsey

Commercial producer: Perry Massey

Assistant director: Stan Zapka

Writers: Alen Robin, Tony Stern, Walt Kempley

Senior unit manager: Joe Scihetta

Unit manager: Frank Lewis

Senior talent
coordinator: Sy Kasoff

Talent coordinators: Shelly Schultz, Bruce Cooper

Assistant: Mike Zannella

(more)

2 - Credits for 'Tonight'

Set Designer: Mary Weaver

Costumes: Lou Brown

Technical director: Ray Barrett

Lighting: Herbert Greeley

Audio: Robert Bugg

Property man: John Day

Production Assistant: Betty Bayer

Commercial production
assistants: Jerry Myers, Sheila Reilly

Floor Manager: John Lynch

Sponsors: Various

NBC Press
Representative: Stan Levine (New York)

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NBC-New York, 8/28/63

NBC TELEVISION NETWORK NEWS

'CONCENTRATION' IN NEW TIME PERIOD

AT START OF SIXTH YEAR ON NBC-TV

Good memory and imagination are the key factors required to be a winner on "Concentration," NBC-TV's top-rated daytime program which stars Hugh Downs as host. The game show, starting its sixth year on the network, is presented Monday through Friday in a new time period -- 11 to 11:30 a.m. NYT (new time starts Sept. 9).

Based on the children's card game of the same name, "Concentration" places two contestants in competition. A large electronic board in the studio lists numbers from 1 to 30. Each number appears on one side of a triangular wedge. On the second side of the wedges are pictured prizes, which when matched will make 15 pairs. The third sides reveal parts of a rebus (word picture).

Each contestant is called upon to choose two numbers. If he can match a pair of prizes he is credited with the prize pictured. In turn, a portion of the rebus is revealed. The prizes include items of various values -- all the way from one jelly bean to an all-expense trip to Europe.

The first contestant to identify the rebus as the title of a book, song or poem or a famous saying receives all the prizes credited to him and has the right to play the next game. The loser is out of competition, and although he doesn't win any prizes credited to him, receives a consolation award.

Norm Blumenthal is the producer of "Concentration," and Ted Nathanson the director. The series has been on NBC-TV since Aug. 25, 1958. During September, the show will hold a "Challenge of Champions" tournament, matching the four top winners in the program's five-year history, and plans to make it an annual event.

CREDITS FOR 'CONCENTRATION' ON NBC-TV

Time: NBC-TV Network, Monday through Friday,
11 to 11:30 a.m. NYT (new time period
starting Sept. 9).

Host: Hugh Downs.

Format: Audience-participation show based on
memory and imagination, derived from
the children's card game of the same
name.

Producer: Norm Blumenthal.

Director: Ted Nathanson.

Associate Producer: John Tobyansen.

Associate Director: Gertrude Rosenstein.

Program Staff: Jeanne O'Meara and Bill Hausler.

Announcer: Jim Lucas.

Music Director: Milton Jay Kaye.

Unit Manager: Tom O'Keefe.

Original Starting Date: Aug. 25, 1958.

Origination: NBC Studios in New York.

Sponsors: Various

NBC Press Representative: Bob Goldwater (New York).

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NBC-New York, 8/28/63

NBC COLOR TELEVISION NEWS



August 28, 1963

ED McMAHON IS HOST OF 'MISSING LINKS,'

NEW NBC-TV GAME SHOW COLOR SERIES

Ed McMahon will be the host of "Missing Links," a new Monday-through-Friday game show, which premieres on the NBC-TV Network in color Monday, Sept. 9 (11:30 a.m.-12 noon NYT).

"Missing Links" will have a panel of three guest celebrities, changing each week. A contestant with an interesting story is introduced by McMahon to the audience and to the panel. The contestant then begins reading his story until he comes to a word that has been left out ... a missing link. Each member of the panel in turn then tries to fill in the blank with a word he thinks belongs there. If no panelist gets the word on the first round, McMahon supplies the first letter of the missing word and the panel tries again until someone gets it, or until all three have missed.

The contestant earns money by his ability to predict accurately whether or not the panel will be able to find the missing link quickly. The more accurately the contestant predicts the panel's success or failure, the more money he can win. Nominal cash prizes will be awarded.

(more)

Contestants will be chosen primarily for the interest that lies in their stories, which will cover a wide range of experiences. The stories will be condensed and edited by the show staff, but every missing link will be a word the contestant used in relating his story originally.

"Missing Links" is packaged by Goodson-Todman Productions, in association with the NBC-TV Network. Ira Skutch is the producer and Mike Gargiulo is the director.

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NBC-New York, 8/28/63

NBC COLOR TELEVISION NEWS



CREDITS FOR 'MISSING LINKS' ON NBC-TV

Premiere Date: Monday, Sept. 9, 1963

Time: NBC-TV Network color series, Monday through Friday, 11:30 a.m. to 12 noon NYT.

Host: Ed McMahon.

Format: Game show featuring panel of three guest celebrities, changing each week. As contestants tell a story in sections, occasionally omitting a word, the panelists are asked to supply the left-out word -- the missing link. The contestant earns money by his ability to predict accurately whether or not the panel will provide the missing link quickly.

Announcer: Johnny Olsen.

Producer: Ira Skutch.

Director: Mike Gargiulo.

Associate Producer: Frank Wait.

Associate Director: Kathleen Greene.

Set Designer: Romain Johnston.

Technical Director: Bob Long.

Writers: Anne Nixon and Bernie Kahn.

Unit Manager: Elmer Gorey.

Packaged by Goodson-Todman Productions, in association with the NBC-TV Network.

Origination: NBC-TV Studios in New York.

Sponsors: Various.

NBC Press Representatives: Bob Goldwater, New York.

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NBC TRADE NEWS

August 29, 1963

THE KELLOGG COMPANY BUYS SPONSORSHIP IN SIX
NBC-TV PROGRAMS DURING SEPTEMBER

The Kellogg Company has purchased sponsorship in six NBC-TV programs during September, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The Kellogg buy marks the first time since 1960 that the company has sponsored nighttime programming on NBC-TV. The shows into which Kellogg has bought are: "Ensign O'Toole," "The Virginian," "Wide Country," "The Jack Paar Program," "International Showtime" and a repeat of the "Project 20" special, "The Circus."

The Kellogg order was placed through Leo Burnett Inc.

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August 29, 1963

DAVID FELLIN, RESCUED FROM MINE CAVE-IN, SIGNS EXCLUSIVE TELEVISION
AND RADIO RIGHTS TO NBC NEWS; SUNDAY TV SPECIAL WILL PRESENT
HIS PERSONAL STORY AND EXCERPTS WILL BE ON RADIO 'MONITOR'

David Fellin, rescued Tuesday from a mine cave-in which
trapped him for 14 days, has signed exclusive television and radio
rights to NBC News, which will present an NBC-TV network special Sunday,
Sept. 1, (6:30-7 p.m. EDT) on his harrowing fight for survival.

The exclusive telecast, titled "The Personal Story of David
Fellin," will describe the miner's experiences when trapped 300 feet
below ground. NBC News' Robert Goralski will talk with Fellin at
Hazleton (Pa.) General Hospital, where Fellin and Henry Throne, the
second miner rescued Tuesday, are recovering from their ordeal. NBC
News' Bob Asman is producing the program.

Fellin, who is 58 years old, and Throne, 28, were entombed
in nearly freezing temperatures.

Excerpts of Fellin's story will be featured on NBC Radio's
"Monitor" Sunday, Sept. 1, by Frank McGee during the 7-10 p.m. EDT
segment.

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NBC TELEVISION NETWORK NEWS

August 29, 1963

PERRY COMO SIGNS TWO WRITING TEAMS TO WORK WITH HERBERT SARGENT ON 'MUSIC HALL' SPECIALS

Perry Como has signed two writing teams to work with chief writer Herbert Sargent for the special broadcasts of "Perry Como's Kraft Music Hall" to be presented various Thursdays (10-11 p.m. EDT) on NBC-TV during next season. (Some of the special shows will be broadcast in color and some in black-and-white.)

As announced, Como's premiere Oct. 3 will be telecast live in black and white only from Pittsburgh's Civic Arena with guests June Allyson, George Burns, Cyd Charisse and Allan Sherman.

The new members of Como's writing staff are Art Baer and Ben Joelson, comedy writing team, and Bill Angelos and Alan "Buz" Kohan, who will write special music material for the TV specials. Baer and Joelson have numerous TV writing credits including such shows as NBC-TV's "Harry's Girls" series, "Car 54, Where Are You?" and "The Tonight Show Starring Johnny Carson," as well as for shows headed by Jackie Gleason, Ann Sothern, Victor Borge and others.

Angelos's and Kohan's writing credits include the King Features Syndicated cartoon series "Bettle Bailey" and "Barney Google." They also have many film and stage credits and have written special material for Robert Goulet, Sammy Davis Jr., Gretchen Wyler, Shari Lewis and others.

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NBC COLOR TELEVISION NEWS



SEASON PREMIERE OF 'HAZEL'

August 29, 1963

DINNER GUESTS ARRIVE AT BAXTERS ON WRONG NIGHT, AND
HAZEL (SHIRLEY BOOTH) OFFERS 'POTLUCK A LA MODE'

Shirley Booth as Hazel entertains dinner guests who arrive at the Baxters on the wrong night in "Potluck a La Mode" on "Hazel," NBC-TV's award-winning comedy color series returning to the network for its third consecutive season, Thursday, Sept. 19 (9:30-10 p.m. NYT).

In the storyline, Philip Ober is featured as Addison Sudley, empire builder whom George Baxter (co-star Don DeFore) and his senior law partner, Mr. Butterworth (Russell Collins), have been anxious to meet. When Baxter discovers Sudley is interested in first editions, he invites Sudley and his wife, Lydia (Virginia Gregg) for dinner -- ostensibly to see his valuable library.

Butterworth is ecstatic at Baxter's coup. He insists Baxter should send Hazel away and engage caterers so she cannot embarrass anyone. A mix-up in dates causes the Sudleys to arrive on the wrong night. The Baxters are at the country club. Hazel rises to the occasion in her own fashion.

Whitney Blake co-stars as Dorothy Baxter and Bobby Buntrock is featured as the Baxter's young son, Harold, who is Hazel's pal. This

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episode was written by Ted Sherdeman and Jane Klove. The series is sponsored by The Ford Division of the Ford Motor Company through the J. Walter Thompson Company agency.

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PROGRAM HIGHLIGHT--SEPT. 19

HAZEL: "Potluck a la Mode" -- Hazel (Shirley Booth) charms dinner guests who arrive on the wrong night. (Season Premiere).

NBC-New York, 8/29/63

PREMIERE

NBC TELEVISION NETWORK NEWS

August 29, 1963

'TEMPLE HOUSTON,' NBC-TV SERIES BASED ON LEGAL CONFLICTS

IN OLD SOUTHWEST, STARTS THURSDAY, SEPT. 19

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Jeff Hunter Stars in Title Role and Jack Elam Is Co-Starred;

Collin Wilcox and Victor Jory Are Premiere Guests

"Temple Houston," new NBC-TV Western series centering around legal conflicts in the American Southwest of the 1880's, premieres on the network Thursday Sept. 19 (7:30-8:30 p.m. NYT) with a drama in which a lonely woman's bitterness complicates an apparently open-and-shut murder case.

Jeff Hunter stars in the title role as the lawyer son of Texas hero Sam Houston. Jack Elam co-stars as George Taggart, an itinerant lawman-for-hire. Guest stars for the opening segment are Collin Wilcox and Victor Jory.

In the drama, entitled "The Twisted Rope," Houston is hired by Dorrie Chevenix (Miss Wilcox) to defend her two brothers accused of killing the town sheriff during a drunken spree. The brothers (Richard Evans and Anthony Call) narrowly escape a lynching when Houston and Taggart face down a town mob led by Claude Boley (Jory). In court, the case goes against Houston and his clients until he deduces that there is a link between the brother's predicament and Dorrie's unhappy background.

This drama establishes the relationship between Houston and Taggart. A former U.S. marshal, Taggart blames Houston for having helped send him to jail for an earlier shooting incident. Having served
(more)

2 - 'Temple Houston'

his sentence, Taggart follows the Circuit Court in search of temporary lawman jobs. When the two meet shortly after the sheriff's murder, they try to settle their differences in a fight. Gradually they develop a mutual respect and a wary friendship, although their ideas of justice conflict. Houston seeks justice through law, Taggart with his gun.

Filmed at Warner Brothers studios and on location, "Temple Houston" is produced by Joseph Dackow under the supervision of Jack Webb, head of Warner Brothers Television. "The Twisted Rope" was directed by Abner Biberman from a Jack Turley teleplay based on a story by James Warner Bellah.

PROGRAM HIGHLIGHT -- SEPT. 19 --

TEMPLE HOUSTON: "The Twisted Rope" -- A woman nearly causes a miscarriage of justice in a murder case in the old Southwest. (Premiere).

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NBC-New York, 8/29/63

NBC TELEVISION NETWORK NEWS

August 29, 1963

RARE FILM ON THE HISTORY OF NEGROES IN U.S. WILL BE INCLUDED

IN "AMERICAN REVOLUTION OF '63," NBC NEWS 3-HOUR SPECIAL

- - -

Segments Include Scenes from Edison's 1903 "Uncle Tom's Cabin,"

Never Before Shown on Television

Rare film on the history of Negroes in the United States, including scenes from Thomas Edison's 1903 production of "Uncle Tom's Cabin," never before shown on television, will be presented in "The American Revolution of '63," NDC-TV's three-hour study of the civil rights issue Monday, Sept. 2 (7:30-10:30 p.m. EDT).

After screening 200,000 feet of film at five of the nation's major film vault collections, NBC researchers selected a group of rare films showing the treatment of the Negro in this country as far back as 1915. Other historical film from 19 different states, especially California, Florida, Illinois, Massachusetts and Missouri, will show the national scope of the 20th Century problems of the Negro in America.

A performance by Bert Williams, one of the first great Negro entertainers, will be seen in another film sequence, also dating back to 1915.

Through the cooperation of the National Archives, Library of Congress, New York Historical Society, Chicago Historical Society and the Lincoln National Life Foundation, NBC has assembled a collection of still photographs, engravings and paintings illustrating other facets of

(more)

2 - 'The American Revolution of '63'

Negro history. Many of these art works, which will be presented in animated fashion, have not been seen by the American public.

The work of collecting these historical materials was done under the direction of co-producer Robert Northshield and film consultant Charles Grinker.

Chet Hagan is co-producer of the program with Northshield. NBC News correspondent Frank McGee will be anchorman.

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NBC-New York, 8/29/63

NBC TELEVISION NETWORK NEWS

August 29, 1963

NBC NEWS' COMPREHENSIVE TV COVERAGE OF MARCH ON WASHINGTON SPANNED
17 HOURS, WITH EXCERPTS SEEN IN EUROPE VIA TELSTAR II

NBC News' television coverage Wednesday, Aug. 28 of the civil rights march on Washington, spanning 17 hours, began with early morning "Today" program and ended at midnight with a special program reviewing the day's events and including a discussion by three leaders of the march.

The three leaders on the 45-minute special were Walter P. Reuther, head of the United Automobile Workers; A. Philip Randolph, head of the American Negro Labor Council, and Whitney M. Young Jr., executive director of the National Urban League.

During the day, NBC News presented three other special programs and bulletined reports every half hour covering the start of the march at the Washington Monument, the orderly movement of the procession and the speeches at the Lincoln Memorial. The three specials were presented at 11:30 a.m. to 12:30 p.m., 2-2:25 p.m. and 4:30-6 p.m. EDT.

Kenneth Bernstein, NBC News correspondent in London, reported that Europe -- on both sides of the Iron Curtain -- saw NBC News coverage of the march transmitted across the Atlantic via the Telstar II communications satellite. Two excerpts of the NBC News coverage were transmitted -- one at 12 noon to 12:23 p.m. EDT and the other at

4:20-4:50 p.m. EDT. NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

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Bernstein said that six countries, all members of the Eurovision network, carried the coverage live. He said that most of the Communist countries, members of Intervision, accepted and taped the program, which included speeches at the Lincoln Memorial and reports from various points by NBC News correspondents.

Bernstein said that an early evening news program of the British Broadcasting Corporation carried an excerpt of the coverage. In addition, he said, BBC announced it would expand a late evening news program to present the coverage relayed by Telstar.

The NBC News coverage during the day included speeches by NAACP head Roy Wilkins, the Rev. Dr. Martin Luther King Jr., Walter Reuther and other leaders of the march. The coverage also included interviews with Senator Strom Thurmond (D.-S.C.) and Senator John Stennis (D.-Miss.). The programs presented a number of entertainment figures, including Sammy Davis Jr., and Dick Gregory, both of whom were interviewed.

The NBC News correspondents participating in the coverage included Frank McGee as anchorman, Nancy Dickerson, Martin Agronsky, Herbert Kaplow, Peter Hackes, Ray Scherer, Merrill Mueller, Sander Vanocur, Robert Abernethy and Bryson Rash. Producer was Chet Hagan.

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NBC-New York, 8/29/63

DR. PHYLLIS M. WRIGHT, TECHNICAL CONSULTANT TO 'DR. KILDARE' SERIES,
WRITES McCALL'S MAGAZINE STORY ABOUT HER BEHIND-SCENES ASSIGNMENT

A behind-the-scenes story of the filming of medical scenes for NBC-TV's "Dr. Kildare" is told in the September issue of McCall's Magazine by the doctor who is technical consultant to the series. Dr. Phyllis M. Wright tells of her participation in the making of the programs, how she teaches Dr. Kildare (Richard Chamberlain) and Dr. Gillespie (Raymond Massey) to handle their instruments and the various treatments they must administer.

Dr. Wright, the wife of a physician and the mother of two children, is a practicing pediatrician. She relates how she goes from her morning dealing with real patients and doctors and nurses, to Stage Eleven on the M-G-M lot where the TV show is filmed. Dr. Wright also gives her own impressions of Chamberlain and Massey. She reports that in spite of the detailed work in making a weekly full-hour dramatic show, there is often levity on the set, with Chamberlain and Massey setting off the laughter.

Dr. Wright told the producer that her mother, expressing surprise when she took on the job, remarked that the production crew would probably end up calling her "Phyllism baby" on the set. So that is what about half of the crew do call her. But she adds; some of them prefer to use the more formal "Doctor, baby."

("Dr. Kildare" is telecast on the NBC-TV Network Thursday, 8:30-9:30 p.m. NYT. The program begins its 1963-64 series of dramas Sept. 26.):

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NBC-New York, 8/29/63

NBC COLOR TELEVISION NEWS



'MEET THE PRESS,' INTERVIEW SERIES WITH WORLD HEADLINE NAMES,
HAS WON THE PRAISE OF PARTICIPANTS AND AUDIENCES

"Meet the Press" is the pioneer press conference of the air. It was the first of its kind on radio (Oct. 5, 1945) and again the first on television (NBC-TV, Nov. 6, 1947). Today it is the oldest weekly public service program on television and one of the oldest programs of any type in that medium. It is credited with contributing a form of electronic journalism which is now an important part of the American free press.

The program is telecast in color each Sunday at 6 p.m. on NBC-TV and broadcast a half-hour later on the NBC Radio Network. It is conducted as a press conference with four newsmen questioning an important guest. The program is a Public Affairs presentation of NBC News. Most of the color telecasts are presented live.

"Meet the Press" was the idea of Lawrence E. Spivak who developed and co-produced the program with Martha Rountree. In 1953, Spivak purchased her interest and she retired from the program. In 1955, he sold "Meet the Press" to NBC and continued as producer and panelist under a long-term contract.

Since its inception "Meet the Press" has interviewed leaders in all walks of life from all over the world. Among them: President John F. Kennedy, Vice President Lyndon B. Johnson, Prime Minister Jawaharlal Nehru of India, Chancellor Konrad Adenauer of Germany,

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2 - 'Meet the Press'

Soviet First Deputy Premier Anastas Mikoyan, Cuban Premier Fidel Castro, the late Secretary General of the United Nations Dag Hammarskjold, Mayor Willy Brandt of Berlin, the late leader of the British Labor Party Hugh Gaitskill, the late Mrs. Franklin D. Roosevelt, U. S. Ambassador to the United Nations Adlai Stevenson, the late Secretary of State John Foster Dulles, Secretary of State Dean Rusk, Secretary of the Treasury Douglas Dillon, President Kwame Nkrumah of Ghana, former President of the Philippines Carlos Garcia, former President of Argentina Arturo Frondizi, Lord Bertrand Russell, former Vice President Richard Nixon, the former British Prime Minister Anthony Eden, the former Indian Ambassador to the United Nations V. K. Krishna Menon, many United States Senators (including Mike Mansfield, Everett Dirksen, Hubert Humphrey, Barry Goldwater), poet Carl Sandburg and the late poet Robert Frost, Governor Nelson Rockefeller, and labor leaders George Meany, James Hoffa and Walter Reuther.

The program has played a significant role in the important events of the last 15 years and is credited with making more front-page news than any program in the history of radio and television.

It was on "Meet the Press" that Whittaker Chambers, for the first time without Congressional immunity, branded Alger Hiss a Communist and started the chain of events that led to the eventual conviction of Hiss for perjury.

It was on "Meet the Press" that Governor Dewey announced his withdrawal from the 1952 Presidential race and endorsed General Eisenhower.

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It was on "Meet the Press" that Senator Walter George called for the meeting of heads of state which resulted in the famed 1955 "summit" conference.

It was on "Meet the Press" in 1949 that Gen. Walter Bedell Smith gave the first public hint that the Russians might have an A-bomb, a fact acknowledged by the United States government a few months later.

It was on "Meet the Press" that Adlai Stevenson in 1952 sparked a grass-roots movement that ended in his winning the Democratic nomination for President. Jacob Arvey, who masterminded the strategy for the Stevenson nomination, said, "Were it not for 'Meet the Press,' Stevenson would never in my opinion have been considered as a candidate for the Presidency."

It was on "Meet the Press" in 1959 that Anastas Mikoyan's mask of amiability fell off when, as a New York Times editorial said, "He lost most of his earlier gains in public relations by his disingenuousness in his television interview."

Attorney General Robert F. Kennedy, appearing on the program, told listeners that his brother, the President, would "stand up" on Berlin even if it meant using nuclear weapons -- a statement published on front pages throughout the world.

"Meet the Press" today is seen and heard by millions. On occasion it is rebroadcast in many of the free nations of the world: England, West Germany, Austria, Australia, Switzerland, Belgium, Mexico. The program has won every major award in its field, including the Peabody, Ohio State University, Look Magazine, Sylvania and Academy of Television Arts and Sciences honors.

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The program has won high praise from leaders of both political parties.

On the occasion of the 15th anniversary of "Meet the Press" President Kennedy wrote, "The unusual durability of your show on network television is eloquent testimony to its consistently high quality and significance. Having appeared as a Congressman, Senatorial candidate, Senator, Presidential aspirant and Presidential nominee, I know from personal experience how widely your program is viewed and respected.

Former Vice President Richard M. Nixon has written, "It has become an institution and a factor in the political thinking of our country."

Former U. N. Ambassador Henry Cabot Lodge wrote, "From the beginning of this program it was plain that you made an original contribution to radio and television. Your program has helped millions of people to become interested in public issues and to grasp their meaning."

W. Averell Harriman, former Governor of New York, and now Under Secretary of State for Political Affairs: "You have the rare knack of anticipating the news before it happens, and thus you have built a tradition of alerting Americans about what is going to happen as well as informing them about what has happened. Your program is a vital public service."

Speaker of the House of Representatives John W. McCormack has written: "This program is a great contribution to the molding of sound public opinion in America."

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The late John Foster Dulles, Secretary of State under President Eisenhower, once summed up the program in these words: "On controversial subjects it is easy to generate heat, but hard to generate light. 'Meet the Press' does a job of intellectual illumination. Probing is done by experts who are thorough but not antagonistic. Because the programs are wholly unrehearsed the responses are bound to be revealing."

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NBC-New York, 8/29/63

NBC COLOR TELEVISION NEWS



CREDITS FOR 'MEET THE PRESS' ON NBC

Time: Sundays; NBC-TV Network color broadcasts,
6-6:30 p.m. NYT; NBC Radio Network broad-
casts 6:30-7 p.m. NYT.

Format: Outstanding news figures are interviewed by a
panel of newsmen in an unrehearsed press
conference.

Producer (and permanent
panel member: Lawrence E. Spivak

Associate Producer: Betty Cole

Moderator: Ned Brooks

Director: Frank Slingland

Technical Director: Leon Chromak

Unit Manager: Robert Amdur (Washington and New York)

Production Supervisor: George Heinemann

Premiere Dates: NBC-TV Nov. 20, 1947; NBC Radio May 4, 1952;
(began on radio on another network, June 24,
1945).

Origination: Washington and New York

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NBC-New York, 8/29/63

NBC TELEVISION NETWORK NEWS

August 29, 1963

NBC-TV RELIGIOUS PROGRAM WILL START 13TH YEAR OF CONTINUOUS WEEKLY PRODUCTION IN FALL

The NBC Television Religious Program will start its 13th year of continuous weekly production this Fall. The program is telecast Sundays from 1:30 to 2 p.m., NYT, in diverse formats including drama, dramatic reading, documentary, dance, conversation and lesson.

Each presentation in the 52-week schedule is produced in cooperation with one of the nation's major faith groups. This season, for the first time, the Southern Baptist Convention will join with NBC in four productions rather than two as heretofore. (Since this will bring the total number of offerings to 54, the two added shows will be telecast on Saturdays, Dec. 14 and 21.)

During 1963-64, the program will be on view as follows:

-- 24 times as "Frontiers of Faith," in cooperation with the National Council of Churches.

-- 16 times as "The Catholic Hour," in cooperation with the National Council of Catholic Men.

-- 8 times as "The Eternal Light," in cooperation with the Jewish Theological Seminary of America.

-- 4 times as "The Southern Baptist Hour," in cooperation with the Southern Baptist Convention.

-- Once as "I Believe," in cooperation with the Lutheran Church - Missouri Synod.

(more)

-- Once as "Faith and the Bible," in cooperation with the American Council of Christian Churches.

CHRONOLOGY

A presentation of the Christian way of life to the people of Japan will be shown in "The New Life Generation," a program filmed in Japan for "The Southern Baptist Hour" Sunday, Sept. 1. NBC News correspondent Frank McGee will be narrator of the program, which documents the changing face of Japan, traditional ways of worship, and the New Life Movement in action in Waseda Auditorium in Tokyo. The New Life Movement, initiated last Spring, is an evangelistic effort developed by the Japan Baptist Convention.

Network television's first lecture series on the four Gospels of the New Testament will be presented by "Frontiers of Faith" in the four subsequent weeks of September. The Rev. Dr. Robert C. Campbell, a noted Bible scholar and teacher, will conduct the one-man programs. Dr. Campbell, who is dean of the California Baptist Theological Seminary at Covina, will draw heavily upon photographs, maps and reproductions of paintings and sculpture as lecture illustrations. He will speak on "The Gospel of Matthew" Sept. 8; "The Gospel of Mark" Sept. 15; "The Gospel of Luke" Sept. 22, and "The Gospel of John" Sept. 29.

In October, "The Catholic Hour" will offer four original television dramas (Sundays, Oct. 6, 13, 20 and 27).

In November and December, there will be eight productions of "The Eternal Light" with a diversity of formats including drama, dramatic reading and conversation (Sundays, Nov. 3 through Dec. 22).

(more)

The final presentation of the year will be "The Southern Baptist Hour" Dec. 29. There will be two special productions of "The Southern Baptist Hour" on Saturdays, Dec. 14 (3:30-4 p.m. EST) and Dec. 21 (4:30-5 p.m. EST).

Thanks to the breadth, diversity and vigor of its offerings, the NBC Television Religious Program has succeeded in attracting top writers, actors, graphic artists and educators. Its writers have included Pulitzer Prize-winner Paul Horgan, Rod Serling, Henry Denker, Philip Scharper, Robert Crean and the late Morton Wishengrad.

Doris Ann is executive producer of all of the NBC Television Religious Program offerings. Martin Hoade is producer-director of all but "Frontiers of Faith." Frank Pacelli directs the latter.

In addition to the regular weekly presentation of the NBC Television Religious Program, eight specials will be produced by the unit for religious holidays in 1963-64. These will include telecasts on Christmas Eve, Christmas Day, Palm Sunday, Easter Sunday, as well as for the Jewish observances of Passover, Rosh Hashonah and Yom Kippur.

A full-hour color special filmed in the footsteps of the Apostle Paul, who followed literally the injunction of Christ to "go ye into the whole world, and preach the gospel to every creature," will be presented on the NBC-TV Network in May 1964. The program, titled "The Apostle Paul," is being produced by the Southern Baptist Convention in cooperation with the NBC Television Religious Program unit.

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NBC-New York, 8/29/63

NBC COLOR TELEVISION NEWS



'WILD KINGDOM,' NATURAL HISTORY SERIES, WILL RETURN
TO NBC-TV OCT. 20 WITH MARLIN PERKINS AS STAR

"Mutual of Omaha's Wild Kingdom," the exciting color series starring world-famous naturalist Marlin Perkins and featuring films of wild animals and primitive peoples, will return to NBC-TV with new weekly programs starting Sunday, Oct. 20 (5-5:30 p.m. NYT).

The "Wild Kingdom" series with Perkins was previously presented on NBC-TV for a 13-week run last season. Perkins was host of NBC-TV's Emmy award-winning "Zoo Parade" series from 1949 to 1957. He was director of Lincoln Park Zoo, Chicago, for 18 years, and since Oct. 1, 1962 has been director of the St. Louis Zoo. He will be assisted again on "Wild Kingdom" by Jim Fowler, a young expert on predatory birds.

The series, scheduled to run through March 8, 1964, will be fully sponsored by Mutual of Omaha, through its agency, Bozell & Jacobs, Inc. Don Meier, who produced "Zoo Parade," again will produce "Wild Kingdom" through his Don Meier Productions Inc., Chicago.

"Wild Kingdom" will show how wild animals and primitive peoples come to grips with their environments -- from the dense jungles of Equatorial Africa and the wilds of the Amazon to the frozen wastes of the polar regions -- in a fight for survival. Perkins and Fowler will also use their "home base" animal laboratory and TV studio at the St. Louis Zoological Gardens to illustrate how animals both dangerous and docile react instinctively to stimuli.

(more)

2 - 'Wild Kingdom'

In about half of each program, Perkins and Fowler will elaborate on wildlife against the zoo background. The remainder will show films of Perkins' and Fowler's adventures in the wild, including such distant places as the Amazon River, India's Himalayan Mountains, British Guiana in South America, Galapagos Islands, Andes Mountains, Ecuador, New Guinea, the Kalahari in Africa, and trips to areas in the United States to film various remote animal habitats.

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NBC-New York, 8/29/63

NBC COLOR TELEVISION NEWS



CREDITS FOR "MUTUAL OF OMAHA'S WILD KINGDOM" ON NBC-TV

Time: NBC-TV color broadcasts, Sundays
(5-5:30 p.m. NYT), starting Oct. 20

Host: Marlin Perkins

Assistant: Jim Fowler

Format: Natural history series showing how wild
animals and primitive peoples come to
grips with their environments in
fights for survival

Producer: Don Meier

Directors: Don Meier, Marlin Perkins, Jim Fowler and
others .

Packager: Don Meier Productions Inc., Chicago, Ill.

Origination: St. Louis Zoological Gardens (laboratory
scenes) and on locations throughout
the world, via color film

Sponsor: Mutual of Omaha

Agency: Bozell & Jacobs Inc.

NBC Press representative: Al Cammann, New York

-----o----- NBC-New York, 8/29/63

OF THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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August 30, 1963

ROBERT W. SARNOFF ADVISES PROFESSIONAL LEADERS OF BOY SCOUTS
TO PARALLEL EMPHASIS ON PHYSICAL AND MORAL DEVELOPMENT
WITH EVER-GREATER STRESS ON INTELLECTUAL ACHIEVEMENT

Speaking before 3,600 professional leaders of the Boy Scouts of America at the University of Illinois, Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, told Scout leaders this morning (Friday, Aug. 30), to parallel their emphasis on physical and moral development with an ever-greater stress on intellectual achievement.

"It is entirely within the scope of Scouting to convey the sense of excitement in the new American challenge," Mr. Sarnoff said. "If, in the preparation of tests, the creation of merit badges, the programming of activities, Scouting takes into further account the needs of tomorrow's technological world, it will have fulfilled a critical function for the nation and for freedom."

Mr. Sarnoff spoke before the Scouting executives in the Assembly Hall at the University of Illinois, Champaign-Urbana, where they have gathered for the 12th National Training Conference.

The Conference began on Aug. 29 and continues through Sept. 4. Held every four years, the Conference is a time when professional Scouts from all parts of the country gather to receive vital information on how to bring Scouting to more boys. The Conference is held under the

leadership of Chief Scout Executive Joseph A. Brunton Jr. and members of the organization's professional staff.

Mr. Sarnoff spoke on the subject, "Facing the Challenge of the Changing Times," at the Conference Forum on "Business, Industry and Communication."

He told the professional leaders that Scouting can play a major role in training the minds of youth to meet the complex and challenging era ahead. He added that "nothing should ever supersede the lessons that nature offers to youth. In its closeness to the earth...Scouting retains its strength and renews its communion with each succeeding generation of boys. After all, there are few things in this increasingly automated world to beat sitting around a campfire and sleeping under the stars."

Declaring that while "no formula exists for instant camping and no fusion process has replaced two pieces of wood for starting fires, tomorrow's generation of Scouts may well prepare its camp meals on portable solar stoves adapted from space developments."

Referring to the changes and challenges facing all of us, Mr. Sarnoff said "the question might properly be asked: In what way can we prepare youngsters for this new environment in which they will live and work?" pointing out that "we can do so primarily, I believe, by giving the generation of tomorrow a clear perspective of the economic and social mutations that are under way, and by helping them grasp the full meaning of the synthesis between scientific theory and industrial reality that will dominate their lives."

(more)

3 - Robert W. Sarnoff

Mr. Sarnoff has been in Boy Scout work in New York City for a number of years and is presently Vice President of the Greater New York Councils. He served as general chairman in 1961 for the Boy Scouts Exposition and recently was presented the Silver Beaver Award for distinguished service to Scouting.

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NBC-8/30/63

NBC TRADE NEWS

RESEARCH DEPARTMENT ESTABLISHED FOR NBC'S OWNED STATIONS

AND SPOT SALES DIVISION WITH WILLIAM RUBENS AS DIRECTOR

FOR RELEASE MONDAY A.M., SEPT. 2

The establishment of a Research Department for the National Broadcasting Company's Owned Stations and Spot Sales Division and the naming of William Rubens as Director of Research of the new department was announced today by Raymond W. Welpott, Executive Vice President in charge of the NBC Owned Stations and Spot Sales Division.

Mr. Welpott said, "The formation of this department represents a forward step that recognizes the increased significance of radio and television research for NBC's Owned Stations and NBC Spot Sales Division in serving the diversified need and interest of the viewing and listening public, advertising agencies, and clients."

Mr. Rubens was formerly Manager of Audience Measurement at NBC. He has been with NBC eight years, joining the company as Assistant Supervisor of Ratings in July, 1955. He was named Supervisor of Ratings in June, 1957, then in June, 1958, Manager of Audience Measurement.

A 1950 graduate of City College of New York, Mr. Rubens was a Research Associate with Harry B. Cohen advertising agency, then statistician for the American Broadcasting Company. Mr. Rubens and his wife, the former Ruth Peltz, live in Elmhurst, N. Y.

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PREMIERE

NBC TELEVISION NETWORK NEWS

HARRY TRIES TO PREVENT AN ELOPEMENT IN PREMIERE OF "HARRY'S GIRLS"

NBC-TV's new Friday night situation-comedy series, "Harry's Girls," will open Sept. 13 (9:30-10 p.m. NYT) with an episode titled "The Rajah."

The series stars Larry Blyden as Harry Burns, an American vaudevillian, who lives and performs in Europe. The girls of the series title are Lois (played by Dawn Nickerson), Rusty (Susan Silo) and Terry (Diahn Williams). The series will tell of their adventures and misadventures as they tour Europe. The series is being filmed in Europe.

"The Rajah" concerns the Rajah of Angistan, who takes a fancy to Rusty. Rusty in turn takes a fancy to the Rajah (Gamil Ratib), and expects to be his wife following a ceremony aboard his yacht. Harry, suspecting the worst, conspires with an amiable Turkish con man, Khooli (Guy Deghy), to prevent Rusty from leaving. Jacques Ferrari portrays the yacht captain.

"Harry's Girls" is an MGM production, based on the characters and situation of the film, "Les Girls." Joseph Stein is executive producer and story editor and Billy Friedberg is producer. Richard Kinon is director. Stein is writer of the opening script.

The program is sponsored by Colgate-Palmolive Co. through D'Arcy Advertising Company agency.

PROGRAM HIGHLIGHT==SEPT. 13

HARRY'S GIRLS" "The Rajah" -- Harry tries to prevent the elopement of one of his "girls" with a rajah. (Premiere)

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NBC-New York, 8/30/63

NBC COLOR TELEVISION NEWS



SEASON PREMIERE

August 30, 1963

NEW SEASON'S FIRST "JACK PAAR PROGRAM" FRIDAY, SEPT. 20, WILL PRESENT
ARTHUR GODFREY, LENA HORNE, JONATHAN WINTERS, MALCOLM MUGGERIDGE

Arthur Godfrey, Lena Horne, Jonathan Winters and
Malcolm Muggeridge will be guests on "The Jack Paar Program" Friday,
Sept. 20 when the full-hour color series starts its second season on
NBC-TV (10 p.m. NYT).

The premiere will mark Godfrey's initial telecast with Jack
Paar, as well as Miss Horne's first "Jack Paar Program" appearance.
Winters, a favorite guest of Paar on his former "Tonight" series and
last season on the new prime-time program, has been signed for 10
appearances during 1963-64 on the Friday series.

Muggeridge, a former editor of the British magazine Punch, had
appeared often with Paar on "Tonight" but his Sept. 20 date will be his
first engagement on Paar's Friday show.

Jose Melis continues as music director of the 1963-64 programs.
The series is produced by Paar with Paul Orr and Paul W. Keyes and
directed by Hal Gurnee.

PROGRAM HIGHLIGHT--SEPT. 20

THE JACK PAAR PROGRAM: Arthur Godfrey, Lena Horne,
Jonathan Winters and Malcolm Muggeridge are guests.
(Season Premiere).

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STATION MANAGERS AND PROGRAM PERSONNEL FROM 22 COUNTRIES
GIVEN BEHIND-SCENES LOOK AT HOW 'TODAY' SHOW IS PRODUCED

NBC-TV's "Today" show was host in New York to a group of station managers and programming personnel from 22 countries this past week. The international visitors were invited to the telecast for a behind-the-scenes look at how a live two-hour network television program is produced.

After the program, "Today" cast members Jack Lescoulie and Frank Blair and Carl Lindemann Jr., Vice President, Special Projects, NBC News, addressed the group and answered questions on TV production and news gathering.

The foreign broadcasters are in the United States to attend a Multi-National Communications Specialists Seminar being conducted by the Morse Communications Research Center of Brandeis University in cooperation with the State Department.

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NBC-New York, 8/30/63

NBC TELEVISION NETWORK NEWS

NEW HALF-HOUR 'HUNTLEY-BRINKLEY REPORT'

STARTS ON NBC-TV NETWORK SEPT. 9

The new half-hour nightly "Huntley-Brinkley Report" will be presented on the NBC-TV Network Mondays through Fridays at 7-7:30 p.m. NYT, starting Sept. 9.

William R. McAndrew, Executive Vice President in charge of NBC News, said, "With this half-hour of prime television time each weekday evening, we will be able not only to cover the news events of the day but to present nightly background reports of the kind that previously were possible only on weekly or special programs."

The program will feature correspondent Chet Huntley in New York and David Brinkley in Washington. The production staff will be headed by Executive Producer Reuven Frank who, in the Fall of 1956, put on the first "Huntley-Brinkley Report." The program has been telecast each weekday night ever since.

Frank said, "The program will have five segments. I anticipate that the first and third will be spot news, news of that day or available that day, by and large material used in the present 15-minute program.

"The fifth will be summary, bulletins and concluding elements. The second and fourth will be reserved for our planned reports."

These planned, explanatory reports will go into a phase of the news in some depth, Frank said. "Because of the increased length of the program, we will also be able to move into a major story with a major treatment," he added.

(more)

2 - 'Huntley-Brinkley Report'

The program will have a staff of 45 and will draw on the full resources of NBC News' 800 staff and part-time correspondents and cameramen around the world. The staff will include: Eliot Frankel, producer for Europe, based in London; Jack Fern, field producer for the Far East based on Tokyo; William Corrigan, field producer in Washington; Robert Mulholland, Midwest editor in Chicago, and Don Roberts, West Coast editor in Los Angeles.

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NBC-New York, 8/30/63

CREDITS FOR 'THE HUNTLEY-BRINKLEY REPORT' ON NBC-TV

Time: NBC-TV Network Monday through Friday 7 to 7:30 p.m. NYT, starting Monday, Sept. 9.

Correspondents: Chet Huntley in New York and David Brinkley in Washington.

Executive Producer: Reuven Frank

Producer for Europe: Eliot Frankel

Associate Producers: Jack Fern (Far East)
William Corrigan (Washington)

Senior Editors: William B. Hill (magazine)
Irwin Safchik (news)
Robert Mulholland (Midwest)
Don Roberts (West Coast)

Directors: Walter Kravetz (New York)
Ray Lockhart (New York)
George Murray (New York)
Charles Sieg (New York)
Frank Slingland (Washington)

Film Editors: Gerald Polikoff
Angelo Farina
Gerald Boyle
Martin Sheppard

News Writers: R. W. Apple Jr. (New York)
William J. Boyle (New York)
David Teitelbaum (New York)
Walter Westfeldt (New York)
Jack Perkins (Washington)

Original Premiere Date: Oct. 29, 1956

Sponsors (and Agencies): R. J. Reynolds Tobacco Company (William Esty Co.), American Home Products Corporation (Ted Bates & Co.), American Chicle Company (Ted Bates & Co.) and Aluminum Corporation of America (Fuller & Smith & Ross)

Origination: NBC-TV Studios in New York and Washington

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NBC-New York, 8/30/63

NBC TELEVISION NETWORK NEWS

August 30, 1963

'CAPTAIN GALLANT,' DESERT ADVENTURE SERIES STARRING
BUSTER CRABBE, WILL RETURN TO NBC-TV

"Captain Gallant," a filmed desert adventure series starring former Olympic swimming champion Buster Crabbe in the title role of a swashbuckling Foreign Legion officer, returns to the NBC-TV Network as a weekly repeat series starting Saturday, Sept. 21 (5:30-6 p.m. NYT).

Sponsorship in the program has been purchased by General Mills Inc., through Dancer-Fitzgerald-Sample Inc., and by Beech-Nut Life Savers Inc., through Benton & Bowles Inc.

First presented on NBC-TV in 1955, "Captain Gallant" was filmed in North Africa with the cooperation of the French Foreign Legion. Use of Legion troops and North African natives, and backgrounds that include the Legion headquarters, ancient French forts, street scenes in Morocco and the vast expanse of the Sahara Desert, give authenticity to the program.

Crabbe, a star of television and motion pictures, portrays an American adventurer in Foreign Legion stories of bravery and intrigue. Featured in the series is Crabbe's son, Cullen "Cuffy" Crabbe, who plays a 10-year-old boy adopted by Captain Gallant when his father, also a Legion officer, is killed. Other players include veteran comedy actor Fuzzy Knight as Fuzzy, Captain Gallant's orderly; Gilles Queant as Sgt. Duval and Daniel Lecourtois as the Colonel.

Frantel Inc. is producer of the "Captain Gallant" series.

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CREDITS FOR 'CAPTAIN GALLANT' ON NBC-TV

Time: NBC-TV, Saturdays, 5:30-6 p.m. NYT,
starting Sept. 21.

Star: Buster Crabbe as Captain Gallant.

Format: Repeat episodes from the desert
adventure series first presented
on NBC-TV in February, 1955.
The stories of bravery and
intrigue were filmed in North
Africa with the cooperation of
the French Foreign Legion. Real
Legion soldiers and North African
natives play supporting roles
against authentic backgrounds.

Featured: Cullen "Cuffy" Crabbe as Cuffy,
Fuzzy Knight as Fuzzy, Gilles
Queant as Sgt. Duval, Daniel
Lecourtois as the Colonel.

Producer: Frantel Inc.

Sponsors (and Agencies): General Mills Inc. (Dancer-Fitzgerald-
Sample Inc.) and Beech-Nut Life
Savers Inc. (Benton & Bowles
Inc.)

NBC Press Representative: Bob Goldwater (New York)

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NBC--New York, 8/30/63

NBC COLOR TELEVISION NEWS



'BULLWINKLE SHOW,' ANIMATED COLOR CARTOON SERIES, WILL START
THIRD SEASON ON NBC-TV IN NEW SATURDAY TIME SPOT OCT. 5

"The Bullwinkle Show" shifts to a new day and time when it begins its third season on the NBC-TV Network Oct. 5. The new day is Saturday and the new time is 12:30-1 p.m. NYT. Bullwinkle Moose will continue as star of the animated cartoon series in color.

Designed for family appeal, "The Bullwinkle Show" offers sophisticated humor and satire for adults, and action and adventure in comedy situations for the younger set.

Each show has opening and closing episodes relating the cliffhanger adventures of Bullwinkle Moose, the only moose in the world who walks on two legs, and his sidekick, Rocket J. Squirrel, a jet-age flying squirrel. They spend most of the time battling a pair of villainous but comic spies, Boris Badenov and Natasha Fatale.

Other regular segments include "Fractured Fairy Tales," with Edward Everett Horton narrating off-beat versions of popular fairy tales, and the zany adventures of Dudley Do-Right, a Northwest Mountie who, by chance, usually gets his man.

"The Bullwinkle Show," created by Jay Ward and Bill Scott, is produced by Producers Associates of Television Inc., with Peter M. Flech as executive producer.

-----o----- NBC-New York, 8/26/63

Fall, 1963

NBC COLOR TELEVISION NEWS



CREDITS FOR 'THE BULLWINKLE SHOW' ON NBC-TV

Time: NBC-TV Network, Saturdays, 12:30-1 p.m.
NYT, starting new season in this new
time Oct. 5.

Format: An animated cartoon series in color pre-
senting an adult fun-satire on the
adventures of Bullwinkle and his
excursions "into the Impossible."
Action and adventure for younger set.

Starring: Bullwinkle J. Moose

Co-starring: Rocket J. Squirrel, Peabody, the Genius
Dog, Dudley Do-Right of the Mounties,
Natasha Fatale, Boris Badenov and
other cartoon characters.

Characters created by J. Ward and Bill Scott

Produced by J. Ward and Bill Scott and Producers
Associates of TV, Inc.

Executive producer: Ponsonby Britt

Directors: Bill Hurtz, Ted Parmelee, Lew Keller,
Gerald Baldwin

Writers: Chris Hayward, Lloyd Turner, Chris
Jenkyns, Al Burns, George Atkins

Voices: Edward Everett Horton, Charlie Ruggles,
Hans Conried, June Foray, Paul
Frees, Bill Conrad, Walter Tetley

Segments include: Bullwinkle's Poetry Corner, Fractured
Fairy Tales, Aesop and Son, Peabody's
Impossible History

Host-Narrator: Bullwinkle, the Moose (Bill Scott)

Original Music Composed by Fred Steiner and Dennis Farnon

Theme Song: "The Ponsonby B. Britt Anthem"

Sponsors: Various

NBC Press representatives: George Marakas, Burbank; Stanley Levine,
New York
-----O----- NBC-New York 8/30/63

